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Bulletin of Pharmacy

A LIVE MAGAZINE FOR DRUGGISTS

VOLUME XXIX. OCTOBER, 1915. NUMBER 10.

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ONE DOLLAR A YEAR

E. G. SWIFT, PUBLISHER,
DETROIT, MICH.

SINGLE COPIES TEN CENTS

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Copyright, 1915, by E. G. Swift.

SPECIAL HALF PRICE

30-DAY ADVERTISING OFFER

$75.00 FOR $37.50!

Here is the very best system ever devised for keeping accounts, and to prove it we will send you the McGRAW ACCOUNT REGISTER on thirty days' free trial, to be returned at our expense if you don't want to keep it.

PROTECT YOUR ACCOUNTS AGAINST FIRE

Saves the time and cost of bookkeeping and is better because it prevents mistakes and disputes.

The original charge slips are filed in their proper places and every account is always up-to-the-minute.

You can show a customer all of his charge slips instantly. There is no posting or forgetting to make charges.

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PRICE $75.00 **HOLDS 260 ACCOUNTS**

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A substantially constructed and very beautiful store fixture made of very best material throughout. Will last a business life-time. Solid oak case, hand rubbed and polished.

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Ship via freight as soon as possible, f. o. b. Detroit, ONE McGRAW ACCOUNT REGISTER at $37.50, of 260 account capacity.

To be returned at your expense within 30 days if not satisfactory. Otherwise I will keep the register and pay five easy monthly payments of $7.50 each, totaling $37.50.

NAME _____

TOWN _____

STATE _____

AFFIX ONE CENT STAMP HERE

McGRAW ACCOUNT REGISTER CO.,
Cor. 15th and Warren,
DETROIT, MICH.

Read our liberal offer. You cannot possibly lose. We take the risk.

OUR GUARANTEE

The McGRAW ACCOUNT REGISTER is sent out on a 30-day actual use test, under a positive guarantee to be the best method ever devised for keeping accounts.

Try it out side by side with any other make regardless of price, and if we do not make good, return at our expense.

McGRAW ACCOUNT REGISTER CO.
15th & Warren, Detroit, Mich.

Cut out on the line, sign, affix a one-cent stamp and mail at once.

Patents No. 9583/1900 and 5811/1909

MEINECKE "PERFECTION" BED AND DOUCHE PAN

THE MOST COMFORTABLE AND SANITARY BED PAN IN THE WORLD

Best for Hospital and Sick-Room

It is the MOST COMFORTABLE Bed Pan
It is the MOST SANITARY Bed Pan
It is also a DOUCHE PAN, as well as a Bed Pan

It is more Comfortable than any other Bed Pan because it is shaped to fit the body, and there is no pressure on the end of the spine.

It is more Sanitary because it has a wide open end which permits the Pan to be easily emptied and cleansed. There is no Unsanitary Spout where matter can lodge.

The "Perfection" is Used in the Principal Hospitals in Great Britain where it is Rapidly Displacing the Old Style Pans.

During the Past Three Years the Sales of the "Perfection" Have Doubled.

Also Used in 2000 Hospitals in the United States

It is a Combined Bed and Douche Pan, and when the "Perfection" is used it is not necessary to buy Douche Pans.

The Doctor or Nurse can reach the parts while the patient is on the Pan.

Two Sizes

No. 1, Standard Size for Adults
No. 2, Small Size for Children

Retailers Can Obtain the "Perfection" from their Regular Wholesale Dealer

MADE BY GRIMWADES LIMITED STOKE-ON-TRENT

Wholesale Dealers from whom the "Perfection" Bed Pan can be obtained.

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Butler & Crispe, 82 Clerkenwell Road, London, E. C.
Hospital and General Contracts, Ltd., 33 Mortimer St., London.
S. Maw, Son & Sons, 7-12 Aldersgate St., London, E.C.
May, Roberts & Co., 9-11 Clerkenwell Road, London, E. C.
Medical Supply Association, London.
T. R. Roberts, Ltd., Islington, London.
Sangers, 42 Hampstead Road, London, N. W.
Wm. Toogood, Ltd., Heddon St., Regent St., London, S. E.

Liverpool.

Ayrton Saunders & Co., 32-34 Hanover St., Liverpool.
Evans Sons, Lescher & Webb, Ltd., 56 Hanover St., Liverpool.
White & Wright, 93 Renshaw St., Liverpool.
Wright & Owen, Liverpool.

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Cuxon, Gerrard & Co., Corporation St., Birmingham.
Hedges & Son, 10-12 Dale End, Birmingham.
Southall Brothers & Barclay, Ltd., Broad St., Birmingham.

Manchester.

Mottershead & Co., 7 Exchange St., Manchester.

Leeds.

Reynolds & Branson, 13 Briggate, Leeds.

Leicester.

A. De St. Dalmas & Co., Leicester.

Derby.

J. L. Carter, 15 Market Head, Derby.

Southport.

Hospital Contractors' and Nurses' Outfitting Association, Southport.

Wolverhampton.

Martyn's Stores, Ltd., Wolverhampton.

Perth.

A. Ramsey, 128 South St., Perth.

York.

Bleasdale Ltd., 23 Colliergate, York.

Nottingham.

Boots Ltd., Station St., Nottingham.

Southampton.

Payne & Son, 48 High St., Southampton.

Wigan.

Brown & Co., 51 Mesnes St., Wigan.

Boston.

C. Skinner & Son, Boston.

Reading.

Watson Brothers, 13-15 Minster St., Reading.

Keighley.

W. Waddington, 128 South St., Keighley.

Bristol.

Harris & Co., Ltd., Union St., Bristol.

SCOTLAND.

J. C. Macfarlan & Co., Abbey Hill Chemical Works, Edinburgh.
Baird Brothers, 97 Bath St., Glasgow.
Cockburn & Co., Ltd., 130 Howard St., Glasgow.

Send For Our

NEW CATALOG "A"

(Superseding previous issues)

Illustrating and describing
the most complete line of

DECORATED TIN BOXES

for dispensing purposes ever offered

THE RETAIL DRUG TRADE

Boxes for every requirement
of the Modern Drug Store.

A complete supply of all styles and
kinds kept in stock.

American Stopper Company,

Dwight and Verona Streets, - - BROOKLYN, N. Y.

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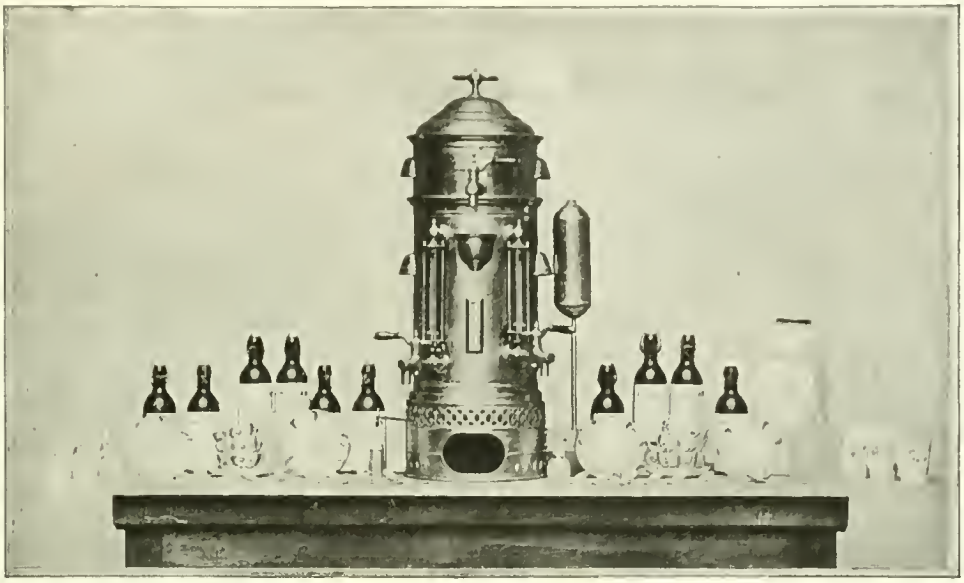


$35 Buys This Combination Outfit!

BY THIS TIME you have discovered your mistake in trying to get along with your old soda fountain this summer. If you have lost trade to your competitors, you can get it back if you act now.

Put in a 1916 INNOVATION SODA FOUNTAIN now, and PAY FOR IT NEXT YEAR.

There are no strings to our offer. You may select the latest goods, any size and any price, and except for one payment, you need pay no more until NEXT SPRING.

WRITE US WHAT YOU WANT.

Are you ready for winter? Is your hot soda fountain in working order? Do you need a new urn or supplies?

This COMBINATION OUTFIT is practical—of new stock—and is ready to begin business immediately. Read the list price below and study photograph, and send us your order.

ALL FOR $35.00

C. M. Urn, has capacity for 2 gal. hot coffee or chocolate, 3 qts. of milk and 2 gal. hot water.

1	No. 2 Gasoline Burner.
6	No. 2 Japanese Cups and Saucers.
6	No. 2 Limoges China Cups.
12	No. 109 5" Hot Soda Spoons.
1	No. 2111 ½ Glass Spoon Holder.
1	No. 631 Salt Shaker.
1	No. 631 Pepper Shaker.
1	Celery Salt Shaker, filled.
1	No. 125 Glass Sugar Bowl, with cover.
1	No. 501 6" Whipped Cream Ladle.
1	No. 104 Sugar Shell.
5	Lbs. True Worth Cocoa.
50	Beef Bouillon Cubes.
¼	Doz. Pints Clam Bouillon.
¼	Doz. Pints Chicken Bouillon.
¼	Doz. Pints Tomato Bouillon.
1	Pint Oyster Bouillon.

SEND FOR OUR CATALOG "HOT SODA EQUIPMENT."

NEW: Everything illustrated, described, and net prices quoted.

AMERICAN SODA FOUNTAIN CO.

271-281 Congress Street, BOSTON, MASS.

Warerooms: New York, N. Y. Atlanta, Ga. Dallas, Texas. Chicago, Ill. San Francisco, Cal. Philadelphia, Pa.

We are at last in a position to report something to interest and gratify

THE HONEST DRUGGIST

To seriously concern and displease the

SUBSTITUTOR

To surprise, disappoint and thwart the

UNSCRUPULOUS and CONTEMPTIBLE MANUFACTURER

who supplies a counterfeit and fraudulent product for substitution purposes.

Ergoapiol (Smith) capsules bear on the inside of each capsule the letters M. H. S.

These letters are not visible from the outside, but they are plainly discernible in the gelatine when the capsule is cut in half.

This method of marking Ergoapiol (Smith) now offers absolute protection against any imposition in the use of a spurious and fraudulent product.

Identification by the physician or patient is now very simple, because no analytical investigation is necessary and because no one else can use this invention as it is our exclusive property under Letters Patent in the United States and foreign countries.

We have been manufacturing Ergoapiol (Smith) with this patented protective mark for the past two years, but have withheld announcing the fact, so as to give reasonable and ample time for all the old style capsules to have been dispensed.

Physicians are now being fully informed regarding this protective mark and easy method of identification.

Capsule intact, showing no mark objectionable to the physician.

Patented in U. S. and foreign countries.

Capsule cut in half through the seam, showing initials.

Ergoapiol (Smith) is to be had only in packages of twenty capsules each. It is not *under any circumstances* supplied in bulk or other form.

MARTIN H. SMITH CO., New York, N. Y.

The Conklin Dealer will fit your hand

There is a Dealer in your town

The Conklin Dealer is not only a merchant, he is an expert fitter of pens to hands. His Conklin stock contains a wide variety of pen points in all styles and sizes; he can furnish you with a pen that will exactly fit your hand-writing expression.

Furthermore, he knows t' *inside* mechanism of all s filling pens and he will de strate to you the uni plicity of

Conk' Self- Fo'

THE SATURDAY EVENING POST

"Two thousand six hundred and sixty-wan years have ye been wearin' out company property," he says, and fines thim aich two new rails and a dozen ties for trespass.

And he shuts down th' repair shops and th' sooperintindint's office, and appropriates th' money that comes in for thraffic; all this—d'ye mind?—unbeknownst to th' other stockhoulders and facin' charges av "imbezzlemint wit'out legal aut'ority."

Little does Jerry O'Connel heed th' curse av age as he drives all th' imployees to lay rails—two thousand six hundred and sixt' wan years it is—niver a man he cursed so befoore.

And that is th' same day Slade, rayceivin' wur-rd f Daypartmint av th' loss a' th' N. A., puts a curs' which is like to get r all those av th' N. A. i

So he is feared an raymarks, wit' scand wink and lift his fut

"A baste av sorec Grogan wit' knowle been brought "and a bad in thim along av s

The last rail i driven, whin wi west will delive in October.

Denny "W' said "Car. ees, a' "A "T' sle de sai T F

forgotten to deliver th' So th' regular th' Cactus. Jerry "If th' in here a utes by s He c th' offic order c

How we advertise YOU Mr. Dealer!

You won't find a manufacturer anywhere more keenly interested in *your* success—who puts out more real "dealer" advertising than we do. At the left is illustrated a segment of a page torn from the September 18th issue of The Saturday Evening Post, which is only one example of how CONKLIN advertising is written *for* the merchant.

Conklin's Self-Filling Fountain Pen

Non-Leakable

is the only self-filler that's been nationally advertised for 14 years. This Fall, *Saturday Evening Post, Collier's Weekly, Literary Digest,* etc., carry big Conklin messages every month, doubling in size for Xmas. YOU can get the benefit—write for our Special Dealers Proposition.

The Conklin Pen Mfg. Co.

163 Conklin Bldg., - - Toledo, Ohio.

One of many Eveready advertisements calling attention to dealers' window displays—Saturday Evening Post, Oct. 2d.

How about *Your* Window?

Through the striking advertisements that are appearing with the regularity of clockwork in forty-three of the leading magazines, we're constantly telling people to look in *your* window for

EVEREADY FLASHLIGHTS

Week after week, without a break, we keep repeating it—and we *know* that people are following our advice and that the dealer with the Eveready display *is* benefiting by the steadily increasing demand which last year sold millions of Eveready Flashlights, Tungsten Batteries and Mazda Lamps. But how about your window? Are *you* letting the people know that you have Evereadys for sale?

If not, *now* is the time to begin—for we're using big space to drive trade into the stores. Why not take the profit from this extra business? We are offering $4,000 in prizes to the dealers with the best window trims October 1st to 9th. It's easy for you to enter this contest and costs nothing. All you need is the handsome display material which we send you free. It is not even necessary to show EVEREADY Flashlights, and every display will receive equal consideration whether or not it contains any EVEREADY Products.

EVEREADY Flashlights are quality goods—the kind that gives you real satisfaction and helps build up confidence in your store. Prices are low enough to make sales easy, and each EVEREADY you sell means profitable renewal sales of EVEREADY Batteries and Lamps to keep the light operating—a money-making business like camera films and razor blades.

Let us tell you about our introductory order proposition which makes it easy to start building up sales for your store with this profit-making side-line. Just mail the coupon.

AMERICAN EVER READY WORKS

LONG ISLAND CITY of National Carbon Co. NEW YORK

Branches: Atlanta Chicago San Francisco

Canadian Factory Canadian Ever-Ready Works of Canadian National Carbon Co., Limited, Toronto, Ontario.

Window Display made up from Special Introductory Order.

TO DEALERS: Write name and address plainly below and mail to us for complete information about dealers and clerks prizes. Also about trial order proposition No. 23.

.....

.....

.....

When Everything Else Fails
Try

A BOOSTER CLUB CAMPAIGN

IN YOUR STORE

Here is the biggest trade winning, cash getting, sales making force, offered to retail dealers. It works for for Druggists, Hardware Dealers, for General Merchants and for Grocers with equal facility.

One Grocer in Kansas sold 277 boxes of Corn Flakes in a single day as a special through this method. This was a new brand of goods.

The Peoples Trading Co. of Minnesota had the biggest Pork and Bean day ever experienced by any merchant in that State, by the use of Booster Club methods.

G. W. Baker, an Illinois merchant, had collections in excess of $1,700 for one day.

One member of a campaign in a Kentucky town brought a merchant more than $6,000 in new cash trade.

These are only a few of the things that are accomplished by this whirlwind, sales building force.

In addition merchants clean out their slow sellers, unload unprofitable stock at full prices, and often make the cost of the campaign many times over from what they would lose if they put on a cut price sale.

Think of the additional value that you will get by selling more of your better merchandise at full price, at regular profit, by the use of this method.

Full details of campaigns sent to any interested merchant who clips out and mails the coupon to-day.

Write, Telephone or Wire at Once.

PRACTICAL ADVERTISING CO.

SPRINGFIELD, ILL.

Cut out and mail coupon to-day.

PRACTICAL ADVERTISING CO., Springfield, Ill.

Kindly send us at once full information about the "Booster Club Campaign." Also mail us copy of the "Booster Journal" and your booklet "How to be a Good Booster."

We will be glad to know how to increase our customers—our sales. We want to make friends for our store.

Name _____

Town _____ State _____

B. of P. 10-15

Specify "M. C. W."

Bismuth Preparations

Bismuth Subnitrate Bismuth Subgallate
Bismuth Subcarbonate For X-Ray
Bismuth Subsalicylate
Bismuth and Ammonium Citrate, Etc.

Iodine Preparations

Potassium Iodide Sodium Iodide
Iodoform Thymol Iodide
Iodine Resublimed, Etc.

All carefully prepared of highest purity.

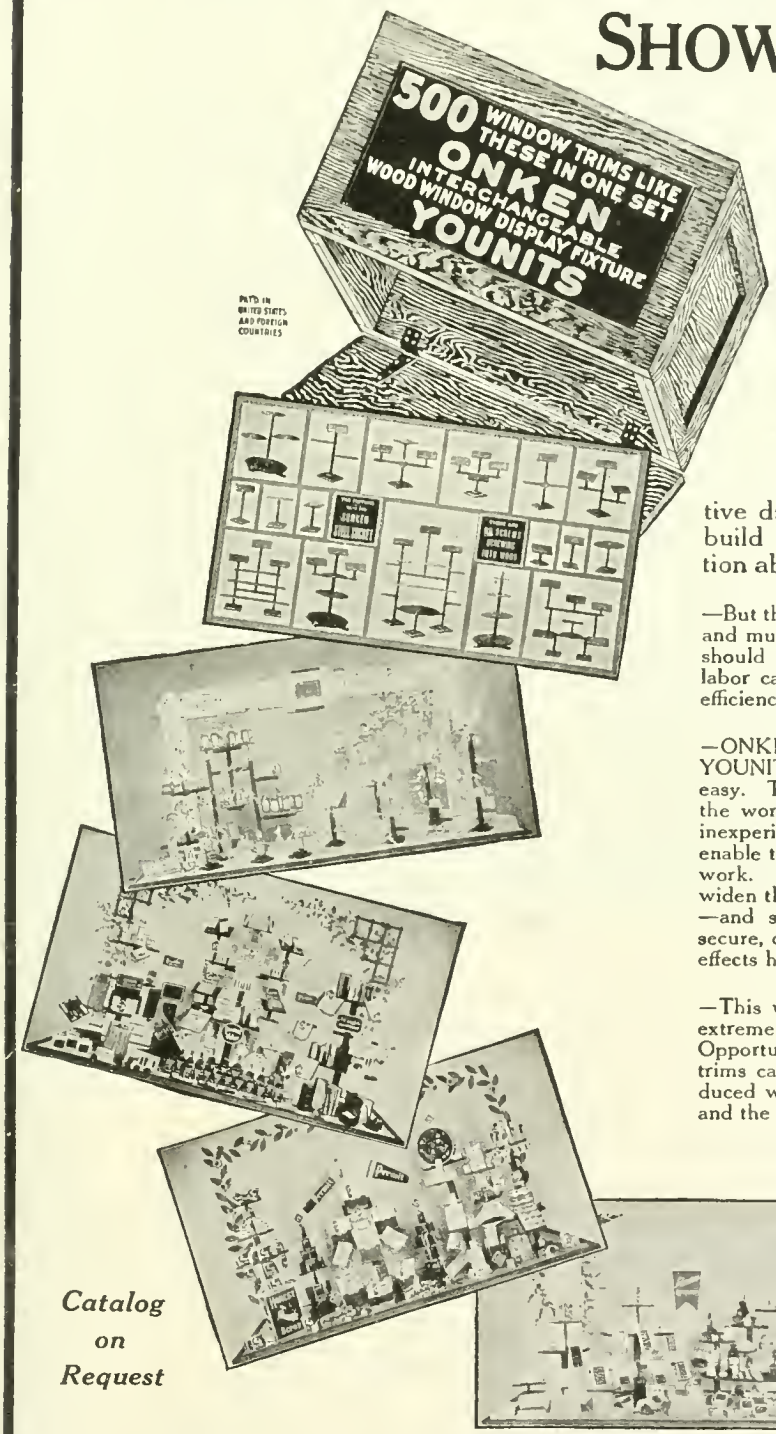
ALWAYS SPECIFY M. C. W. ORIGINAL PACKAGES.

Mallinckrodt Chemical Works,

ST. LOUIS. NEW YORK.

ONKEN IMPROVED AND RECONSTRUCTED YOUNITS

A TREASURE CHEST FULL OF SHOW WINDOW FIXTURES FOR DRUGGIST



Window Trimming Made Easy

—Window Trimming is a good investment even if it costs a lot of time and money. Effective displays and frequent changes build business. There is no question about that.

—But that is no reason why part of the cost and much of the labor of Window Trimming should not be eliminated—if the cost and labor can be cut out without reducing the efficiency of the display.

—ONKEN Inter-changeable DISPLAY YOUNITS make the Window Trimming easy. They shorten the time required to do the work. They make it possible for the inexperienced to produce a good trim. They enable the expert to do proportionately better work. They broaden the field for him—widen the range for expression of his ideas—and save his time by enabling him to secure, quickly, exactly the sort of unusual effects he desires.

—This wonderful set of fixtures combines extreme simplicity with almost limitless Opportunity. Over five hundred different trims can be produced from the set. Produced without the cost of a tool—the hands and the brains of the trimmer do it all.

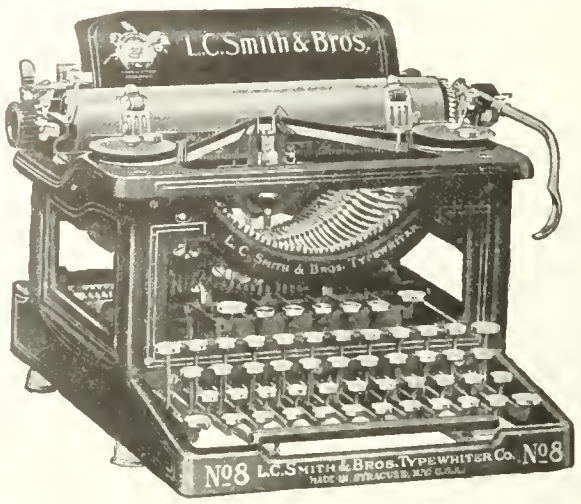
Catalog on Request

ONKEN Improved and Reconstructed YOUNITS are NOW Made "No Screws Screwing into Wood."

THE OSCAR ONKEN CO., 2122 Fourth Ave., Cincinnati, Ohio

Address all correspondence to Cincinnati
Stock carried in Cincinnati, New York, San Francisco, Canada, Englond and Australia

Order through Your Jobber or Direct—Immediate Shipment



Ball Bearing—Long Wearing.

The . . .

"Silent Smith"

New Model 8

ONE of the greatest retail merchants of the country built his business upon the maxim—"The customer is always right." This principle has been followed in the manufacture of the

L. C. Smith & Bros. typewriter

The wants of the *user* have dictated its construction. The *user* has decided in favor of certain improvements, now incorporated in the New Model 8. Here are some of them:

Silence of Operation—The most silent running efficient typewriter ever placed on the market. Absolute silence has been very nearly attained.

Decimal Tabulator—A help in billing and tabulating. There is no extra charge for this convenience.

Variable Line Spacer—Enables the operator to start on a given line and space from point of starting; also to write on ruled lines whose spacing varies from typewriter spacing. A great help in card work.

Foster Ribbon Feed—Insures new place of impact for each type face.

Choice of Carriage Return—Upon special order the new left hand carriage return will be furnished in place of the right hand.

All the important features of previous models have been retained—ball bearing carriage, typebars and capital shift; back spacer, key controlled ribbon, removable platen, protected type, flexible paper feed and automatic ribbon reverse.

Write for new catalog of Model 8. . . It will explain why the L. C. Smith & Bros. typewriter is a synonym for superior service

L. C. SMITH & BROS. TYPEWRITER COMPANY

Branches in all principal cities. *Factory and Home Office: SYRACUSE, N. Y.*

EDISON DAY

Oct. 21st

36 Years of Tremendous Progress

What merchant would go back to old-fashioned lighting?

Selling has been made easier in exactly the ratio that Edison has improved electric lighting, dating back to that first quaint lamp of 1879. And now the latest, greatest improvement has produced a type of lamp of trade-attracting brightness and economy for store uses—the *gas-filled*

EDISON MAZDA C LAMPS

Made in U. S. A. and backed by MAZDA SERVICE

More light for each dollar's worth of current than you have ever had before—Lighting of a quality that brings out clearly the details and finish of the goods.

Made in seven sizes from 100 watt to 1000, the larger giving nearly 2000 candlepower on only one kilowatt per hour.

Thursday, October 21st, is EDISON DAY. It will be observed the country over as the 36th anniversary of Edison's achievement of incandescent lighting.

Make your store a palace of light both inside and out with these new EDISON MAZDA C Lamps and feature that day in your advertising. The cost of the lamps will soon be paid by their greater economy, while their bright white brilliance is a year 'round business bringer.

Your lighting company or nearest Edison Agent will assist you in selecting the right sizes for the various parts of your store.

General Offices: Harrison, N. J.

EDISON LAMP WORKS
of General Electric Company

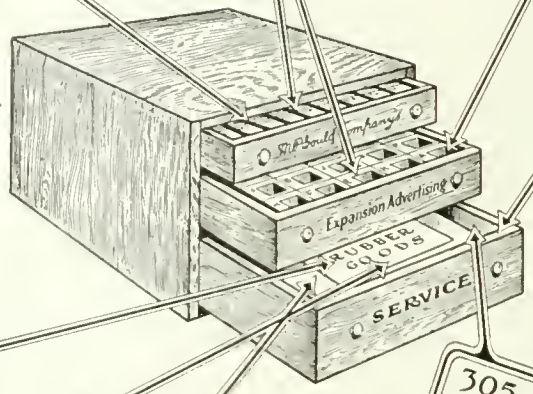
Agencies Everywhere

5731

GE His Only Rival

The most wonderful-the most economic-the greatest SPACE SAVING advertising and CUT SERVICE ever supplied to any trade.

A Brand New Invention



129 Indestructible SOLID METAL ARTICLE CUTS

1209 Indestructible SOLID METAL Combination Illustrated Headline and Article CUTS

16 Indestructible SOLID METAL Illustrated Headline CUTS

Handsomely finished 3 Drawer Solid Oak Cabinet
A place for Everything
Everything in its place

4 Large Merchandising and Advertising MANUALS
164-Pages
700-and over separate and distinct copy and sales plans
IDEAS

171-Article CUT Combinations for RUBBER GOODS
173-Ideas for Advertising including copy. A mass of sales and advertising Information. All this exclusively for RUBBER GOODS

263-Article CUT Combinations for SUNDRIES
315-Printed and Illustrated, separate and distinct pieces of advertising copy and ideas. Numerous plans and schemes for bettering sales. All this material exclusively for SUNDRIES.

PRINTED and ILLUSTRATED IDEAS for
Booklets, Circulars, Folders, Handbills, Blotters, Post Cards, Mailings, Wrappers, Counter Slips, Package Stuffers, Dodgers, Window Cards, Letters, Hundreds of Newspaper Advertisements. A veritable encyclopedia of Drug Store Advertising.

305-Article CUT Combinations for TOILET GOODS
263-Printed and Illustrated Advertising copy ideas. A big volume of SALES ideas, plans, schemes, etc. All these exclusively for TOILET GOODS

An invention that has taken years to work out-that has cost us thousands of dollars to produce-that we put into the hands of our Retail Druggists for a nominal sum-that has become instantaneously popular.

Only inquiries written on business letterheads will be answered.

M.P. Gould Company
120 West 32nd Street New York

Cut out FREE Coupon, sign name and return at once →

Above Solid Oak Cabinet
FREE
Without obligations or expense to us, make us acquainted with your new invention cut and advertising Service. Also how we are to obtain your Solid Oak Cabinet free.

Name _____
Street _____
City _____ State _____

B.P Oct.

This is one of those rare novelties —an Automatic Profit Maker

Place one of these royal purple velvet easel pads on your counter. Then watch it take dollar bills from your customers, and hand you 50c profit each time.

Each selling-pad holds twelve Sterling Silver Clutch Point Magazine Pencils. These are of the very same high quality of material and construction used in producing the highest-priced Aikin-Lambert pencils.

The complete display assortment costs you $6.00.
The pencils retail, quickly, for $1.00 each.
You make 100% profit on the cost.

Each pad holds pencils of four patterns—Plain, and three engine-turned designs. Each pencil has an attached clip, and contains one 5-inch lead and two 3¼-inch leads, enough for an average year's use.

As soon as the pad is empty, throw it away, place a fresh new one on your counter, and watch it begin to sell the second dozen, and net you another $6.00 in a hurry.

The guarantee of this house is behind each and every one of these pencils.

We will fill your order the day it is received.

AIKIN-LAMBERT CO.

10 Cortlandt St., NEW YORK CITY

The war makes it almost impossible to secure Imported Holiday Novelties. Better send for our catalogue of gold and silver pencils, fountain pens, thermometer cases, knives, etc., etc.

Fill out, clip off, and mail to us.

AIKIN-LAMBERT CO., 10 Cortlandt St., N. Y.

Ship us immediately.....B15 Pencil Assortments at $6.00 each.

NAME.....

ADDRESS.....

A soap for many purposes

IN SURGERY:

An admirable general disinfectant. For the preparation of antiseptic solutions.

IN GYNECOLOGY AND OBSTETRICS:

An efficient antiseptic, deodorant and lubricant for the examining finger or instruments.

IN GENERAL PRACTICE:

Useful as a disinfectant for the hands after examinations. Efficacious in the treatment of parasitic diseases.

IN THE HOME:

For cleansing minor wounds. A valuable deodorant in offensive perspiration. For cleansing the scalp and checking dandruff. For the preparation of vaginal douches. For killing insects on household pets.

◆ ◆ ◆

Germicidal Soap (McClintock).

Germicidal Soap, 2% (contains 2% of mercuric iodide): large cakes, one in a box.
Germicidal Soap, Mild, 1%: large cakes, one in a box; small cakes, five in a box.
Germicidal Soap, Soft, 1%: collapsible tubes.
Germicidal Soap, Surgical, 1%: cylindrical sticks, each in a nickel-plated case.

THIS SOAP IS WIDELY ADVERTISED TO PHYSICIANS.

Laboratories: Detroit, Mich., U. S. A.; Walkerville, Ont.; Hounslow, Eng.

Parke, Davis & Co.

Branches: New York, Chicago, Kansas City, St. Louis, Baltimore, New Orleans, Minneapolis, Seattle, Boston, Pittsburg, Cincinnati, Buffalo, Indianapolis, U.S.A.; Montreal, Que.; London, Eng.; Sydney, N. S. W.; Petrograd, Russia; Bombay, India; Tokio, Japan; Buenos Aires, Argentina.

MR. WALRUS SAYS

"The Walrus 1916 Models are ready"

SODA FOUNTAINS
Many new designs. Pumps guaranteed a life time.

SECTIONAL DRUG STORE FIXTURES
Splendid construction, Artistic designs, Easy payments

CARBONATORS
Marketed under an unconditional guarantee

ICE CREAM CABINETS
The Leak Proof Kind
Ice cream manufacturers should get our prices

A Beautiful Catalog Fully explains

Years of experience, large quantity production, strength in purchasing power, every facility for economical manufacturing, and originality of modern marketing methods, place at your disposal in the Walrus line, a dependable, well worth the price, article.

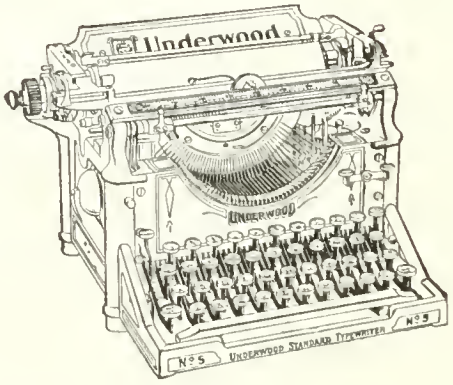
Visitors always welcome to our spacious factory and show rooms

WALRUS MANUFACTURING COMPANY
DECATUR, ILLINOIS.

LARGEST BUILDERS AND DISTRIBUTORS OF HIGH GRADE SODA FOUNTAINS
THROUGH JOBBERS. REPRESENTATIVES IN ALL PRINCIPAL CITIES

DETROIT—Michigan Drug Co. GRAND RAPIDS—Hazeltine & Perkins Drug Co. FORT WAYNE—Fort Wayne Drug Co.
BUFFALO—Henry J. Walz Co. COLUMBUS—The Orr, Brown & Price Co.

HERE ARE SOME THINGS the



UNDERWOOD
Druggists' Special

Is doing for thousands of others
and will do for you:

Write your labels, large and small.
Do your bill and charge work.
Type your correspondence.
Your store is not complete without the

UNDERWOOD

"The Machine You Will Eventually Buy"

Consider First Your "*Turn-Over*"

That's where success or failure comes to a business.

If it isn't what it should be, you are accumulating dead stock and tying up too much good capital.

We offer you a line of goods with the best profit and greatest "turn-over" of capital on the market to-day.

Magazines and Other Periodicals is that Line.

On monthly publications you get twelve, and on weekly publications fifty-two "turn-overs" a year, *and your profits will surprise you.*

Tell us, on what other class of merchandise can you make such a "turn-over"?

Then why not write asking us for our price list of periodicals and full particulars how a big profit-paying News Department may be installed without risk or expense to you? It's free.

For convenience, fill out the coupon

THE AMERICAN NEWS COMPANY
9 to 15 Park Place,
NEW YORK, N. Y.

The American News Company, New York

Please send me your price list of periodicals and full particulars how a profit-paying News Department may be installed without risk or expense.

Name. .....

Address.....

City.....

State.....

B.P.

Have it ready!

The diphtheria season is here.

Order your early supplies of antitoxin.

Get OUR serum—the serum that is in active demand by physicians.

Let your medical patrons know that you can fill their orders promptly.

Do these things now—prepare for a period of profitable business.

CONCENTRATED

ANTIDIPHTHERIC SERUM

(GLOBULIN).

This is the highest type of antitoxin—antitoxin that has been tested and proved; antitoxin that you can dispense with confidence and satisfaction; antitoxin that every physician wants.

SYRINGE CONTAINERS.

Bio. 15— 500 antitoxic units.
Bio. 16—1000 antitoxic units.
Bio. 17—2000 antitoxic units.
Bio. 18—3000 antitoxic units.
Bio. 19— 4000 antitoxic units.
Bio. 20— 5000 antitoxic units.
Bio. 21— 7500 antitoxic units.
Bio. 22—10,000 antitoxic units.

Laboratories: Detroit, Mich., U. S. A.; Walkerville, Ont.; Hounslow, Eng.

Parke, Davis & Co.

Branches: New York, Chicago, Kansas City, St. Louis, Baltimore, New Orleans, Minneapolis, Seattle, Boston, Buffalo, Pittsburg, Cincinnati, Indianapolis, U. S. A.; Montreal, Que.; London, Eng.; Sydney, N. S. W.; Petrograd, Russia; Bombay, India; Tokio, Japan; Buenos Aires, Argentina.

All of Your Holiday Advertising FREE

The November issue of the Manning Service will contain the bulk of Holiday Advertising.

Those who do not handle holiday goods will not be slighted, as the usual amount of copy will be furnished for all seasonable lines.

Start now and get the November Service FREE.

See order at bottom of page.

THE MANNING ADVERTISING SERVICE

BUILDS SECURELY FOR THE RETAIL DRUGGIST

The Manning Service is issued monthly in printed form and contains copy for every kind of advertising which the busy druggist is apt to need—

Newspaper Ads, Booklets, Circulars, Circular Letters, Letters to Physicians, Folders, Mailing Cards, Counter Slips, Signs, Parcel Post Ads, Own Remedy Ads, Illustrated Window Displays, and Picture Slide Advertising.

We also take up each month distinct phases of Business Building, Special Plans, Schemes, Etc.

An Exclusive Advertising Service—$1.00 a Month.

The Manning Advertising Service is supplied Exclusively to one Druggist in a locality, and as all material in the Service is copyrighted there is no chance of work prepared by us being duplicated by your competitors.

The low price of One Dollar a month is made possible because we furnish the same Service to thousands of druggists in different localities.

If you were to employ the services of an experienced advertising writer to write especially for you all of the advertising copy included in the Monthly Service it would cost you not less than $60.00 a month.

Be original—be a leader in your community. Use up-to-date advertising. You have the opportunity of securing the Exclusive Use of the Manning Service for your locality if you act NOW.

TEAR OFF HERE AND MAIL TO-DAY.

SPECIAL HOLIDAY ADVERTISING ORDER.
13 Months' Service $12.00

Manning Advertising Service,
St. Louis, Missouri.

Date.....

If you have no client in this locality, please enter my/our order for the Exclusive Use of the Manning Monthly Advertising Service for this locality for **ONE YEAR and thereafter until notified to discontinue.**

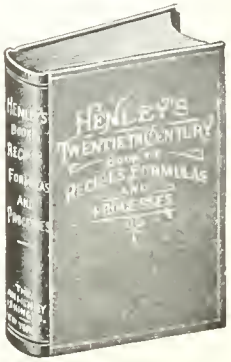
A condition of this order is that I am / we are to receive the November, 1915, issue of the Service FREE. For this Advertising Service I / we agree to pay you at the rate of One Dollar ($1.00) a month, payable quarterly from December First, 1915.

NAME STREET

TOWN STATE

NOTE: Discount for Advance Payments—5% for 6 Mos.—10% for 12 Mos.

You Want This Book



WOULD it mean anything to you to be able to have at your finger tips a book that would give you practically every recipe and process known to chemistry, pharmacy and to every other branch of the useful arts and sciences?

Henley's Book of Formulas, Recipes and Processes contain over 10,000 selected chemical, pharmaceutical, technical and household recipes and gives thousands of recipes for the manufacture of valuable articles for every-day use and tells of thousands of ways of making money, including hundreds of so-called trade secrets known to almost every business.

This book is one of the most valuable reference books for druggists and manufacturers that there is published. It will supply you with information necessary on absolutely every recipe, formula and process known to every trade and science in the world.

Among some of the Formulas given are

Toilet Article Formulas
Recipes for Every Disease
Veterinary Formulas
Fertilizing Recipes
Bleaching Recipes
Etching and Engraving Recipes
Recipes for Glass Making
Paper Making Recipes
Recipes for Ointments
Mirror Making Formulas
Paint Making Formulas
Gilding Recipes
Galvanizing Recipes
Bronzing Recipes
Tinning Recipes
Silvering Recipes
Recipes for Adhesives
Recipes for Plating and Enameling
Cleaning Processes
Soap Making
Leather and its Preparations
Recipes for Alloys
Recipes for Solder
Photographic Formulas
Shoe Dressing Recipes
Stove Blacking Recipes
Rust Preventive Recipes
Recipes for Lubricants
Recipes for Oils
Recipes for Dyes, Colors and Pigments
Recipes for Dryers
Ink Recipes
Recipes for Artificial Gem Making
Jeweler's and Watchmaker's Recipes
Household Formulas
Waterproofing Recipes
Fireproofing Recipes
Recipes for Cements, Glues, Mucilages
Fireworks Recipes
Recipes for Eradicators
Alcohol and its Uses
Recipes for Essences and Extracts
Dentifrice Recipes
Cosmetic Recipes
Perfume Recipes
Tanning Recipes
Metallurgical Formulas
Hair Restorers
Depilatories

And many thousand more—Equally Important in the Arts and Manufactures.

We are selling this book to druggists at **$3.50** each, which includes a year's subscription to the Retail Druggist—the Magazine for live business Druggists.

THE RETAIL DRUGGIST

58-60 West Lafayette. **Detroit, Michigan**

Full leather binding. Sample 25c post-paid.
A great souvenir for your customers.
Quantity price on application.

Perpetual Diary

(Patented January 24th, 1905)

Daily, Monthly and Yearly Diary.

Seelman's Perpetual Date Book is the only publication ever issued that will serve as a perpetual calendar and register of all important events.

It can be used for recording appointments, meetings, dues, notes, all legal obligations, contracts, receipts, weather reports, etc.

A Comparison with Records for Previous Years Instantly Available.

A Family Register—Births, marriages, deaths, accidents, sickness, rent, board, vacations, travels and other important personal notes can be permanently recorded.

A School Register—Examinations, attendance special days, exercises and historical events can be jotted down for instant reference and comparison.

Any given day and date for any year easily found.

Invaluable to the business or professional man, farmer mechanic and everybody desiring records of daily events.

Prescription Case for Physicians

Every physician needs a prescription case.

Why not present him with one bearing your card?

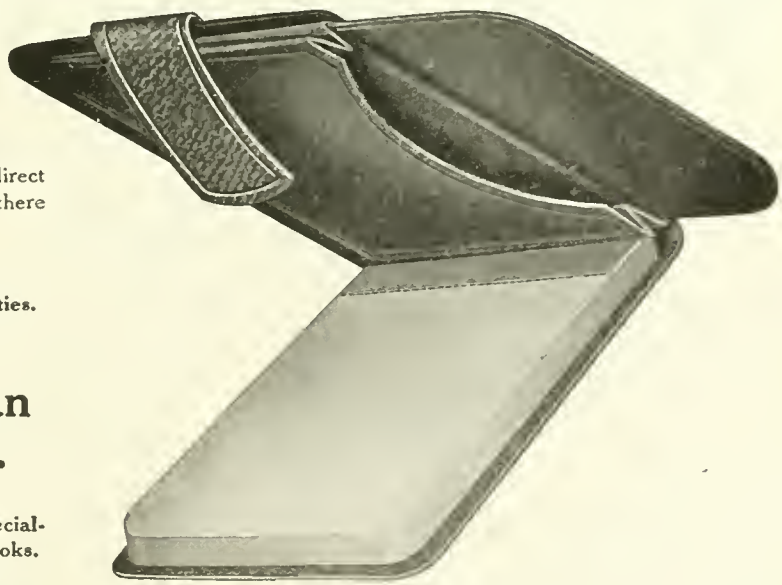
For permanent and direct advertising to the physician there is nothing better.

Special Prices on Quantities.

Geo. Seelman & Sons Co.

Manufacturers Leather Specialties and Memorandum Books.

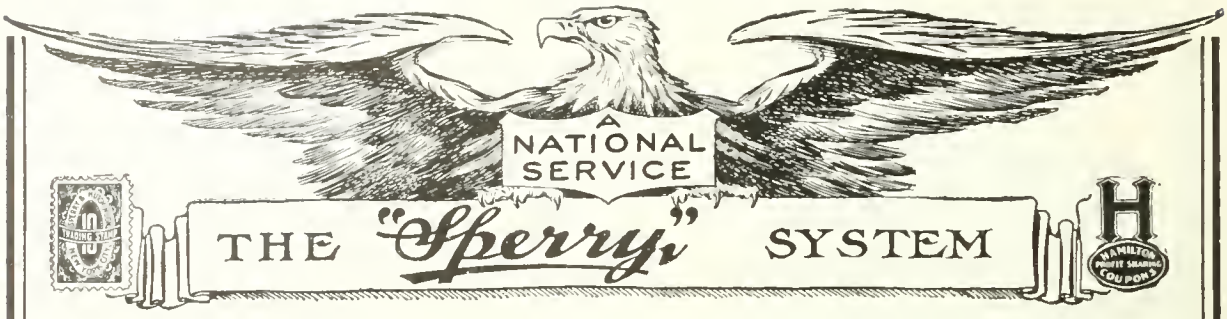
Milwaukee, - Wis.



Genuine Seal Grain Leather.

PRICE $1.00—40 PER CENT DISCOUNT TO DRUGGISTS.

Your Card in Gold, 25c. Doctor's Name, 10c. Post-paid on Receipt of Price



"THE BUSINESS BUILDER"

is the title of a clear, concise analysis of the "Sperry" system, its operation and appeal to your customers.

It points out the powerful features of our service and why it is the best, easiest and cheapest way to draw new trade and hold it. It gives unquestionable proof of the results we are producing for our subscribers every day. Write for a copy.

We will also send you the October number of
"The Sperry Magazine"

The Sperry & Hutchinson Co.
The Hamilton Corporation

GEO. B. CALDWELL, President

2 West 45th St. New York City

BRANCHES EVERYWHERE IN THE UNITED STATES

BULLETIN OF PHARMACY

Vol. XXIX. DETROIT, MICH., OCTOBER, 1915. No. 10.

THE
BULLETIN OF PHARMACY
Issued on the first of every month by
E. G. SWIFT, PUBLISHER,
Corner Joseph Campau Ave. and Atwater St., DETROIT, MICH.

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ASSISTANT EDITOR: ARTHUR L. BUZZELL.
BUSINESS MANAGER: HARRY SKILLMAN.

SUBSCRIPTION RATES:

United States and Mexico, - - $1.00 per year
Foreign countries, - - - - 1.50 per year

FOREIGN OFFICES:

WALKERVILLE, ONT., CAN.
378 ST. PAUL STREET, - - MONTREAL, QUE., CAN.
19 AND 20 GREAT PULTENEY STREET, W., LONDON, ENG.
125 YORK STREET, - SYDNEY, N. S. W., AUSTRALIA.

All articles for publication and all communications bearing on the text should be addressed:

EDITOR BULLETIN OF PHARMACY,
Box 484, DETROIT, MICH.

All business letters should be addressed:

PUBLISHER BULLETIN OF PHARMACY,
Box 484, DETROIT, MICH.

THE MONTH'S HISTORY

WHELAN INTERESTS ACQUIRED BY LIGGETT SYSTEM.

A transaction freighted with an unusual degree of importance is the acquiring of the Riker-Jaynes-Hegeman interests by the United Drug Company, the whole to be operated hereafter as part of the so-called Liggett system.

The deal was announced September 22 by the newspapers, and at once the drug trade became deeply interested. Ever since last May, when it was announced that the Riker-Hegeman Company with its 110 drug stores was actually to merge with the United Cigar Stores Company with its 1100 tobacco stores, and that a comprehensive policy of expansion was to be pursued, many city proprietors have wondered if their bailiwicks were to be invaded and their stores subjected to this severe competition. A feeling of relief in this particular has been engendered by the acquisition of the Whelan group by the Liggett corporation.

The chain-store movement on a large scale is a matter of comparatively recent development. Seven or eight years ago the Jaynes group, comprising 5 or 6 stores, the Riker group with 6 or 7 stores, and the Hegeman group with perhaps one or two less, were separate entities. At different times these interests were amalgamated, the number of the stores increased, and the ramifications of the system extended. The stores represented by the present amalgamation are said to do an annual business approximating $15,000,000.

The Liggett system comprises about 55 stores, and is therefore much smaller than the Whelan system. Perhaps it is for this reason that in the East the feeling prevails that the combination is a merger, rather than an outright sale. As we go to press, we are unable to get at the exact details.

* * *

SUPPLEMENTARY HARRISON LAW RULINGS.

Two amendments to previous Harrison law rulings have recently been issued which materially alter the original requirements. The first is that persons making application for registration must state under oath that they are now engaged, or will engage, in the drug business, the practice of medicine, dentistry, veterinary surgery, or that they are now conducting, or will conduct, an importing, manufacturing, compounding, dispensing, or distributing business.

The significance lies in the employment of the word *will*. Were no such provision made, one who contemplated being so placed that the handling or administering of narcotics would become desirable, if not absolutely essential, would find it impossible to obtain Harrison law registration—a man about to start a drug store, for instance, or a medical student just out of college. Under this supplementary ruling he may make application in advance, by declaring, under oath, that on and after a certain date he "will engage" as indicated.

The second amendatory regulation is that

hereafter separate registration is required in case an applicant has more than one place of business, or is engaged in more than one profession. That is to say, if a man has two stores, a separate application for registry must be made in each case and a special tax must be paid for each store; should he operate ten stores there must be ten applications and ten stamps. Furthermore, if an applicant is engaged in more than one profession or business where any of the restricted drugs are made, stored, or dispensed, a separate application for registry must be made and a special tax must be paid in each case.

* * *

DRUG SCARCITY AND WAR PRICES.

There is a certain kind of relief that carries with it a degree of anesthesia. When we are braced for something to happen which we don't want to happen, and then the calamity doesn't come at all, we are very likely to lapse into a state of lassitude that isn't always warranted. And that's what may have happened, in a way, in the matter of drug scarcity.

There seems to be a feeling of apathy on the part of the retail trade, a condition that has existed ever since the easing down of the scare at the beginning of the European war. And all this time a growing world-wide scarcity of drugs and chemicals covering a wide range has been going on unchecked. To be sure, this tendency has been reflected by price advances, and it would seem that even those who run might have read; but for some reason little attention has been paid to the writing on the wall.

One thing is absolutely certain, that being that as matters now stand there can be no reduction in prices. It is equally obvious that as long as the war lasts this condition of scarcity and consequent price advance is going to become more pronounced.

Nevertheless, those who are the best posted very strongly advise against speculative buying. The situation is too unstable. Rather should legitimate wants be anticipated a few months in advance and orders placed accordingly. And the druggist should be constantly alert for opportunities to create in the minds of his patrons an understanding of the handicaps under which the war places him. Thus may a great deal of possible dissatisfaction be avoided.

EASTMAN KODAK ORGANIZATION ILLEGAL?

An "interlocutory decree" isn't nearly as big as it sounds, but it may be highly important, at that. It is a sort of an intermediate interpretation injected during the course of proceedings, and not a final judgment. So when we learn that an interlocutory decree has branded the Eastman Kodak Company as an "illegal monopoly which unduly and unreasonably restrains interstate trade and commerce," we must not form the opinion that the last word has been said and that the company must immediately get busy on plans for reorganization.

Nevertheless Judge John B. Hazel, in the United States Federal Court at Buffalo, N. Y., has read into the proceedings the words just quoted, as well as other findings of an unfavorable character. It has been found, the court says, that an agreement exists between the Eastman Company and the General Paper Company of Brussels whereby control of high-class paper in the United States and Canada is obtained.

This agreement provides that in case competition arises it shall be most effectively killed off by a rebate given on such sales by the General Paper Co. to the Eastman Co., in regular old-fashioned Standard Oil style. That means that if John Doe bought paper from the Brussels company, the Rochester company would get a certain percentage of what John paid. "Thus the American makers of photographic paper became subservient to the General Paper Company, and the Eastman Company accomplished its purpose of controlling in this country the raw paper stock industry, both foreign and domestic," avers the court.

The Eastman Company enters a general denial, and asserts that its status is the result of putting out goods of superior quality. Action by the government was instituted in June, two years ago.

* * *

THE CREAM OF WHEAT CASE.

The Great Atlantic & Pacific Tea Company operates a chain of grocery stores, and in the course of its business it offered the breakfast food, Cream of Wheat, for 12 cents. Under its sales system the Cream of Wheat company permitted a retail selling price of 14 cents, but reserved the right to refuse to supply a cutter who went below that figure.

Basing action on its reservation clause, the breakfast food company refused to sell the At-

lantic & Pacific company another consignment of cereal. More than that, the Cream of Wheat company took steps to see that the Atlantic & Pacific concern was shut off from the ordinary sources of supply. The Tea company appealed to the courts under the Clayton act, which is intended to supplement the Sherman Anti-trust law, setting up the claim that the Cream of Wheat company displayed all the symptoms of having become a monopoly in restraint of trade, and praying that the said company be ordered to make shipment at once.

The court held that the Cream of Wheat company did have a monopoly, but a legitimate and a lawful one; that monopoly, indeed, is encouraged by patent, trade-mark, and copyright statutes; and that therefore the premise on which the suit was based was false and misleading. It held, furthermore, "that it is the plaintiff and not the defendant that pursues methods whose hardship and injustice have often been judicially commented upon."

All of which suggests the right of a manufacturer producing a trade-marked article not only to fix his price but to select his customers. This decision would seem to mark a step in advance for the principle of price-maintenance.

* * *

THE NEW ILLINOIS NARCOTIC LAW.

On July 1 the Illinois narcotic law, passed at the last session of the State legislature, went into effect. The new measure imposes some rather stringent regulations, although it parallels the Harrison law in all essential features. Habitual users of narcotics may be treated by a physician, but the physician must keep a record in a book of all narcotics so prescribed or dispensed, and this record must be preserved for two years. A dentist cannot furnish or prescribe narcotics for a person not under his professional care as a dentist, and a veterinarian cannot prescribe or furnish narcotics for a human being. The Harrison law is silent on the matter of the treatment of addicts, this phase being left to rulings of the Revenue Department. In the Illinois law the situation is treated in plain terms.

The real salient feature, however, is found in a provision which restricts the sale of narcotics in any quantity to persons registered under the Harrison act. This affects itinerant venders, country storekeepers, and, to a degree, wholesale and retail grocers, barring them completely from handling certain remedies. Another departure is that physicians, dentists, and veterinarians, even though they may be registered under the Harrison act, are not permitted to sell narcotics to other physicians, dentists, or veterinarians. The only persons who can lawfully sell narcotics are importers, jobbers, manufacturers, and druggists.

* * *

FIFTY "PATENTS" FALSELY LABELED.

That the government is not inactive along the line of curtailing questionable practices on the part of patent medicine manufacturers is shown by a report recently released for publication in which fifty preparations are listed and the statement made that the department's charge that they were falsely or fraudulently labeled has been sustained by the Federal courts. A number of other cases are pending in various courts throughout the country, the remedial agent invoked being the Sherley amendment to the food and drugs act. Criminal prosecutions against the manufacturers were brought in 25 cases, and in others shipments of medicines were seized while in interstate commerce. In one case 4000 bottles of a fairly well-known "patent" were seized, and a judgment of condemnation and forfeiture entered. The manufacturer was placed under $5000 bonds to insure a truthful relabeling of his goods. This preparation has been touted as a treatment of consumption.

It is only fair to mention, however, that this same report contains the statement that the "evils of the patent medicine business can be stopped only by the most drastic action;" and therein, to a degree, perhaps, may be found justification for the advanced stand taken or contemplated by the boards of health in New York, Louisiana, and elsewhere.

* * *

A NOTED SCIENTIST DEAD.

The death of Paul Ehrlich, at the age of 61, marks a distinct loss to the world. At the time of his death he was chief of the German Government's Institute at Frankfort, and he was one of the most eminent scientists engaged in experimental work. His most spectacular accomplishment, doubtless, was the discovery of salvarsan, or "606."

A few years ago, in an address before the International Congress of Medicine, in London, Professor Ehrlich announced his hope of giving to medicine what was termed a "complete radical cure." He advanced the assurance

that there was nothing unreasonable in the thought that a general bactericide might be discovered which would be fatal to the organisms which produce disease in the human body. In fact, it has been said that Professor Ehrlich believed he had produced such a substance when he brought out salvarsan. However he was not spared to prosecute his labors to fruition along this line.

His first studies were concerned with the cellular elements of the blood, and he devoted his life largely to investigations and experiments which rested securely on that foundation. During recent years he devoted considerable thought to the treatment of cancer, and, more recently, to a cure for sleeping sickness. Dr. Ehrlich's work cannot fail to be classed with that of Pasteur, Lister, and Koch.

* * *

A. D. S. SUED FOR DAMAGES.

Alleging a $75,000 damage, due to breach of contract, the Continental Specialty Company of Baltimore has brought suit against the American Druggists' Syndicate. In 1913, it is stated, the Baltimore concern entered into an agreement to sell its trade-mark and the sole right to use the name "Continental Ointment" to the New York company for $50,000. It was provided, however, that the A.D.S. might side-step under certain conditions at the end of two years, provided thirty days' notice be given. This notice was forwarded in April, 1915, whereas the Continental Company contends that according to the terms of agreement it should have been received one month earlier, in March instead of in April, to have become effective. Thus the issue is joined and the matter is up to the courts.

* * *

CAUSES OF THE DRUG HABIT.

Dr. C. E. Terry, Health Inspector at Jacksonville, Florida, made a study of 213 cases of drug addiction, and found that 54.8 per cent of the patients became addicts through physicians' prescriptions or through some sort of treatment personally administered; 21.6 per cent went to using narcotics on the advice of friends, the latter usually being habitués themselves; 21.2 per cent were led into the habit through dissipation or the influence of evil companions; and 2.4 took up the habitual use of narcotics because afflicted by chronic or incurable disease. Of 153 cases treated at the Philadelphia General Hospital, Dr. J. C. Doane found that 11 per cent became habitués through physicians' prescriptions, and that eighty-six patients out of the 153 attributed their downfall to loose associates.

* * *

SODA GLASSES MUST BE STERILIZED.

The crusade against the common drinking cup has taken on a significant phase in Cleveland, according to the papers. The health officer, backed by a ruling from Ohio's attorney-general, has demanded that all spoons and glasses used at soda fountains be sterilized each time after being used. Action is based on the phraseology of the law placing a ban on drinking cups for common use. A soda glass, it is held, is a drinking cup in common use. There is an exception clause, however, which permits the use of common glasses and dishes in case proper means of sterilizing are employed. The crusade is not to stop at soda fountains, the health officer warns. Saloons are to come under the order a little later, and even church suppers may not wholly escape serious consideration!

* * *

In Philadelphia hyoscine is being used by drug addicts. It is said that dope peddlers have been doing a thriving business in certain sections, and that druggists are getting frequent calls for the drug. Three young men have been arrested for having the substance in their possession and are being held under $500 bail pending trial.

* * *

Nearly $15 worth of cigars were seized by the authorities in South Carolina because they were offered for sale on Sunday. The State Supreme Court upheld the constitutionality of the law under which confiscation was made—the law limiting Sunday sales to essentials.

* * *

The "Drug Club Booster," the official organ of the St. Louis Drug Club, is living up to its consecutive numbering. Each issue is a little better than its predecessor. Wm. Ochse and W. F. Kahre were the editors of the September issue.

* * *

Attorney-general Owen of Wisconsin has declared legal an ordinance passed by the city of Stoughton which prohibits the sale of more than a half-pint of intoxicating liquor, even on a physician's prescription.

EDITORIAL

THE STANDARDIZATION OF DRUG STORES.

Once in a while something happens in the drug world to stir up the animals a bit. This recently occurred in Kentucky.

An individual known as the "field pharmacist" of the Food and Drug Department of the State Agricultural Experiment Station has made an investigation of a number of stores in the State, and his report seems to indicate a pretty poor showing. He started out with a somewhat arbitrary list of requirements, and these may be tabulated as follows:

A clean and orderly arranged salesroom; a sanitary soda fountain at which are used syrups made from fruits or fruit juices; a library containing a copy of the U. S. P., the N. F., and a Dispensatory; a prescription department separated from the sales department; everything in its place, and clean; the possession of sufficient apparatus to carry on prescription work; assayed U. S. P. preparations either made and assayed in the store or purchased from a reliable pharmaceutical manufacturer; the manufacture of the U. S. P. waters, elixirs, liquors, ointments, syrups, tinctures, etc.; the proper storage in a cool, dark place of rapidly deteriorating articles; and the possession of sensitive and accurate counter scales, prescription balances, avoirdupois, apothecary, and metric weights, and wine and metric liquid measures.

Each one of the foregoing requirements was given a certain percentage rating, and the whole thing totaled up 100 per cent of efficiency. In general 50 points was allowed on store equipment, and 50 points on sales, balances, weights and measures.

The results of the investigation were printed in the form of a brochure more or less widely circulated over the country. At least it was sent to the editors of all the pharmaceutical journals.

Only three stores out of the 269 investigated were given a rating of 100 per cent. The others ran down, stairlike, to 40 per cent. Weights and measures were found to vary greatly. Nearly 40 per cent of the apothecary weights were inaccurate. Funnels were used for percolators in some stores, in others bottles of strongly alcoholic liquids were found near hot stoves or radiators. Twelve and sixty-four hundredths per cent of the stores visited were without a copy of the U. S. P.

Inasmuch as this was a Kentucky investigation, and all of the stores investigated were located in that State, our Kentucky friends have been more or less up in arms. *The Kentucky Druggist*, published in Louisville under the editorship of Robert J. Frick, recently had a number of expressions on the subject, and some of the druggists were rather severe in their strictures of the "field pharmacist" of the Agricultural Experiment Station.

The defendants aver that, as stores go, theirs are pretty good even if they do fail to measure up to the list of requirements. They claim to be stocked with everything needed to carry on a prescription business, and they hold that if they are a little shy of strictly modern equipment, this shouldn't be assessed against them as a handicap.

As a matter of fact, it does seem to us, at this distance from the mêlée, as if the "field pharmacist's" requirements were very arbitrary in some cases. We know of one drug store in the East, conducted by a pharmacist of national reputation and of distinct scientific achievement, that would probably receive a pretty poor rating on the score of equipment, and yet the proprietor is one of the pharmacists of the old school who knows prescription compounding from A to Z. Of course his weights and measures are accurate—that goes without saying. There shouldn't be any extenuating shortcomings of this character.

Anyhow some little good may come out of this investigation. Perhaps zeal was carried to the point of misguidance, and possibly there was a large element of injustice in the findings, but at the bottom there was doubtless a considerable element of truth.

SUGGESTIONS TO BULLETIN CONTRIBUTORS.

The BULLETIN OF PHARMACY, unlike other drug journals, is edited very largely "from the field." That is to say, much of its material comes right straight from the men behind the counter instead of from professional and academic writers. This means that we are able to publish a large amount of practical and useful matter instead of the somewhat theoretical and ultra-scientific "copy" that chiefly finds favor in the pharmaceutical press.

It happens, however, that some of our contributors, more or less unfamiliar with the rules of the game, send in their manuscripts in a form which occasionally causes us more or

less trouble, and the purpose of this editorial is to offer a few suggestions looking toward improvement.

Every manuscript, no matter from how accomplished a writer it may come, has to undergo certain changes and corrections here in the editorial office, and it is of great advantage to us to have the material in such form that these changes can easily be made. "Copy" should preferably be typewritten, although this is not at all mandatory. When it is either typewritten or handwritten, however, there should be plenty of room between the lines for our editors to make their corrections. Margins should be reasonably wide for the same reason.

Then, too, all manuscripts should be written on one side of the sheet only. A printer, in setting up type from manuscript, never looks on the back of the sheet, and the same thing is practically true of a stenographer or typist in copying an article.

The author's name and address should be placed either at the beginning or at the end of the article, and care should be taken to write both name and address legibly. It quite often happens that we have to refer to a contributor for the confirmation of his name, so often does he sign it as if he were appending his signature to a check in a manner that would prevent any possible forgery.

Have about the same number of lines on each sheet of copy, even if it is in handwriting. This helps in estimating the number of words in the article.

The foregoing easily-followed suggestions are not laid down as arbitrary rulings, but are offered to give our many contributors an idea of the kind of manuscripts we like to receive. Will not our readers bear them in mind when sending material to us?

TINCTURES FROM FLUIDEXTRACTS.

Among the papers read at the recent meeting of the A. Ph. A. at San Francisco there was one which caused very little comment at the time, but which is destined to be discussed a great deal during the year to come. We refer to Professor Scoville's paper on tinctures.

During the last three years Professor Scoville has been conducting a series of tests and experiments in order to ascertain the relative value of tinctures prepared by the official process and those made by diluting fluidextracts. And the result is, in a sense, startling. It has been found that tinctures prepared from fluidextracts are equally as good as those made in accordance with the U. S. P. method, and in some cases are better.

In the fall of 1912 forty-six tinctures were made by the official process, and an equal number of the same tinctures were made by diluting fluidextracts with the proper menstruum. When the tinctures were finished they were all tested for specific gravity, alcoholic strength, and dry extractive, and the standardized tinctures were assayed for alkaloidal strength. Color was a point also considered.

Both sets were stored in amber-glass bottles under identical conditions. At certain intervals enough of the contents of each bottle was taken out to serve for test purposes, thus rendering the amount of air in the bottles uniform. The extractive-estimations and alkaloidal assays were repeated at the end of the first year, and all the tests at the end of the second year.

Thus it will be seen that the investigation was comprehensive as well as scientific.

By way of summarizing the conclusions drawn from the investigation, Professor Scoville said in San Francisco that tinctures made from fluidextracts "compare very favorably" with those made from the drugs themselves, while from the point of stability the former are "fully as good, if not better."

This explodes another favorite theory. For years upon years it has been insisted by a large group of doctrinaries that tinctures should never be made from fluidextracts, and now we find that the advice was based upon slender evidence or no evidence at all.

Here we have another of those things that ain't so, to quote a favorite saying of Josh Billings.

An interesting experiment is being tried at Penn Yan. Alcohol is to be manufactured on a commercial scale from pea-pods. There is a canning factory at Penn Yan, and an entire year's supply of pods has been contracted for at $1.00 a ton. According to the originator of the idea, from forty-six to forty-nine pounds of pods will yield a gallon of 98.12 alcohol. Penn Yan is in New York, not in China.

PROFITS AND EARNINGS

A FLORIDA STATEMENT.

Almost normal, this business is. The percentage of gross profit is 33.8, of expense 25.3, and of net profits 8.5.

But the rule worked out through the law of general averages calls for 10 per cent net. Expenses in the case under consideration being

1 Cash received from all sales and book accounts		$19424.25
2 Book accounts beginning of year	$1509.42	
3 Book accounts end of year	$1602.63	
4 Difference in book accounts	$93.21	
5 Net sales for the year		$19517.46
6 Inventory of stock beginning of year	$ 3904.49	
7 Purchases during year	$12879.86	
8 Total cost of merchandise	$17374.35	
9 Inventory of stock end of year	$ 4476.53	
10 Net cost of merchandise sold during year		$12897.82
11 Gross profits		$6609.64
12 Current expenses		$4964.73
13 Net profits		$1654.91
14 Total income from business		$

25.3, it follows that in order to obtain the desired 10 per cent net, gross profits must be 35.3. As above indicated, it is only 33.8, falling 1.5 per cent short.

"Florida" should charge a trifle more for the goods he sells.

A SOUTH DAKOTA STATEMENT.

In this statement as submitted there was one item that did not fit into the scheme of things very well, the same being "goods taken out by the proprietor, $378.84." Technically speaking, the proprietor should have paid for what he took out. Inasmuch as he failed to do this,

1 Cash received from all sales and book accounts		$14566.48
2 Book accounts beginning of year	$ 476.62	
3 Book accounts end of year	$ 893.95	
4 Difference in book accounts		$ 417.33
5 Net sales for the year		$14983.81
6 Inventory of stock beginning of year	$ 5576.62	
7 Purchases during year	$10574.48	
8 Total cost of merchandise	$16151.30	
9 Inventory of stock end of year	$ 6236.12	
10 Net cost of merchandise sold during year		$ 9915.18
11 Gross profits		$ 5068.63
12 Current expenses		$ 4530.41
13 Net profits		$ 538.22
14 Total income from business		$

we have arbitrarily added the amount to his salary and entered it in the expense account, and the revised version is presented herewith.

The percentage of gross profit is 33.8, the percentage of expense 30.2, and the net profit 3.6.

Our correspondent wants to know where his profits have gone. To begin with, 33.8 per cent isn't enough in the way of gross profits. It would seem that more ought to be charged for goods sold over the counter. Then, too—and the source of the greatest trouble, probably—expenses are too high. For a business of this size gross profits ought to run at least 35 per cent, and expenses ought to be about 25 per cent, thus yielding 10 per cent net, which, speaking generally, is the average.

A TEXAS STATEMENT.

Here we encounter an abnormally large gross profit—so large, indeed, that it is difficult to credit its correctness. However, the figures supplied us yield it, and we have no way of getting back of the records. One of our blank forms was used and the entries were very carefully filled in, apparently.

The percentage of gross profit is 54.8.

Expenses are heavy, also—39.1 per cent.

And so is the percentage of net profit—15.7.

Our correspondent says in a letter accompanying his statement that the high rate of expense is accounted for by reason of the

1 Cash received from all sales and book accounts		$16805.78
2 Book accounts beginning of year	$632.90	
3 Book accounts end of year	$692.40	
4 Difference in book accounts		$59.50
5 Net sales for the year		$16865.28
6 Inventory of stock beginning of year	$ 4591.41	
7 Purchases during year	$ 7994.90	
8 Total cost of merchandise	$12586.31	
9 Inventory of stock end of year	$ 4966.65	
10 Net cost of merchandise sold during year		$7619.66
11 Gross profits		$9245.62
12 Current expenses		$6604.67
13 Net profits		$2640.95
14 Total income from business		$

salary he allows himself—$3000 a year. He says, furthermore, that his robustness of profit is brought about by what he terms "right buying," stating that he does some importing, as well as jobbing and manufacturing.

Under these conditions the figures may be permitted to pass muster with the qualifying statement that they are as rare as a day in June.

THE INVENTORY: A QUESTION OF PRICING.

The following letter has been received from Norman Kiedaisch, Keokuk, Iowa:

> I have received, purchased and read Mr. Mason's excellent book on "The Druggist and His Profits." As thoroughly as it deals with the subject, however, it leaves me in doubt on one point. In taking the inventory, what price should be put down—the one originally paid for the article, or the one prevailing at the time the invoice is taken?

All goods should be invoiced at the prices

prevailing at the time. A moment's thought will show the wisdom of this practice. You of course want to know what your stock is worth now. Any other valuation would throw you off the track entirely. If, through war conditions or for any other reason, there was an enormous increase or decrease in prices, your property would either increase or decrease in value, and you would have no guide at all as to your present worth if you put everything down at the original cost. Some stuff, too, might have so deteriorated as to be worthless, and if it were entered at the original value the inventory would be so faulty as to destroy all your profit calculations and your determination of total earnings at the end of the year.

ABOUT PEOPLE

DRUGGIST, DOCTOR, AND POLITICIAN.

Prominently identified for many years with political movements for the betterment of his city, Dr. F. F. Jackson has recently been elected Commissioner of Public Health and Safety of

Dr. F. F. Jackson.

Oakland, California. Dr. Jackson has practiced medicine for twelve years, while his drug store experience extends over two decades. His store, the Key Route Inn Pharmacy, is located in the Key Route Hotel Building at 22d and Broadway in Oakland.

IOWA'S PRESIDENT.

At the head of the 1700 or more members comprising the Iowa Pharmaceutical Association is Jos. R. Sutter, of Burlington, Iowa. He was the unanimous choice for president at the 1915 convention of the organization which was held at Clear Lake from June 8 to 10. This is not Mr. Sutter's first experience in an

Joseph R. Sutter.

administrative position, as he holds the position of president of the Sutter-Ludman Drug Co., a corporation conducting two stores in the city of Burlington.

A UNIQUE PHOTOGRAPH.

What is that literary quotation about coming events casting their shadows before? At any rate we have on the left the typical gentleman who in the fulness of time has developed from

the promising youngster at the right. Both pictures portray John F. Patton, of York, Pa. —in one 18 years of age, and in the other just turned 75.

It is a trite phrase to say that a man grows old gracefully, but it can be said of Uncle John Patton if it can of anybody under the

stars. He has mellowed and ripened as the years have gone by, and a gentler nature and a more suave and kindly manner it would be impossible to find.

Formerly a regular attendant at the annual meetings of the American Pharmaceutical Association, and one-time president of that body, he has been sorely missed at recent conventions. Every year scores ask if he is present, and then express keen regret over his absence. Particularly do the ladies feel depressed, for Uncle John is a bachelor who has always been, and still remains, in the front ranks of eligibility.

ELECTED PRESIDENT.

At the annual meeting of the North Carolina Pharmaceutical Association E. L. Tar-

E. L. Tarkenton.

kenton, of Wilson, was made president. Mr. Tarkenton is a young man, a successful druggist, and will make an excellent presiding officer. The new North Carolina president is a member of the American Pharmaceutical Association, having joined in 1912. He was vice-president of the State association last year.

A PROMINENT KENTUCKY DRUGGIST.

Leon Evans presided at the annual session of the Kentucky State Pharmaceutical Association, convened at Dawson Springs, June 15, 16, 17, with marked facility, and his president's address received unusual attention. Mr. Evans is a member of the firm Evans & Covington, Mayfield, Ky. He is secretary and treasurer

Leon Evans.

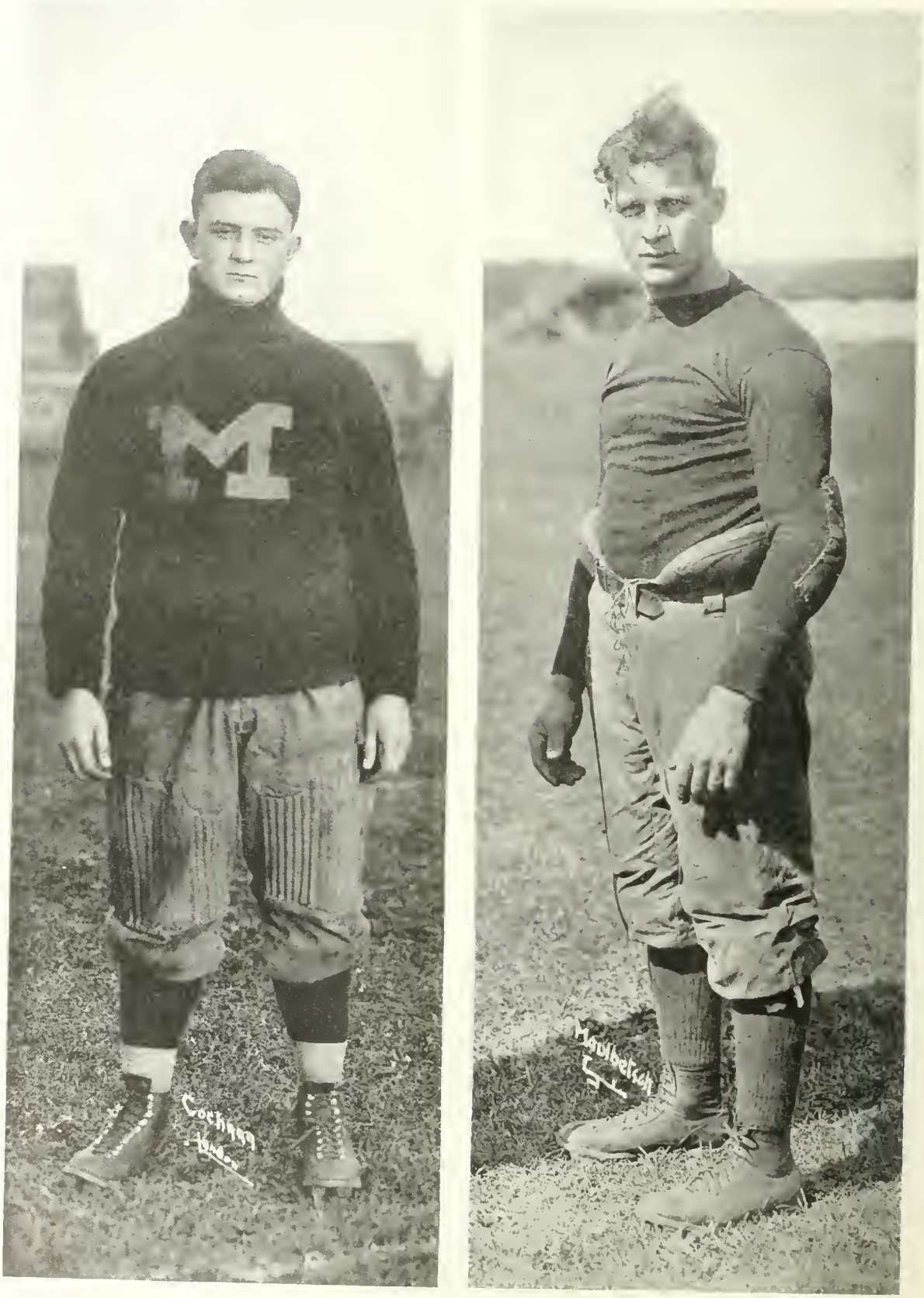
of the Kentucky Rexall Club, and secretary and treasurer of the Hinkle Capsule Company.

FROM MARYLAND.

H. W. Matheny is a loyal member of the Maryland Pharmaceutical Association and can always be depended upon to take an active interest in its affairs. Mr. Matheny is pro-

H. W. Matheny.

prietor of the West Side Pharmacy, Cumberland, Maryland, in which city he is also prominently identified with affairs of a pharmaceutical nature.



Two Football Stars.

"Bill" Cochran, captain of the 1915 Michigan team, and "Johnny" Maulbetsch, Michigan's All-American contribution last year. Both are pharmacy students at the University of Michigan.

Herbert Linthicum and Raymond Campbell Bennett, children of Mr. and Mrs. H. S. Sanders, Harlan, Ky.

Ellen Lee, eight-months'-old daughter of Mr. and Mrs. Frank G. Agee, Porter, Oklahoma.

Emily, 4 years old, daughter of Dr. and Mrs. Grassi, 207 Wegman Place, Jersey City, N. J.

A. A. Wheeler and child, Detroit, Mich. Mr. Wheeler is secretary of the local branch of the A. Ph. A.

Druggists' Children.

A group of Canadian pharmacists.

This photograph was taken at the annual meeting of the New Brunswick Pharmaceutical Association. The gathering was held this year at the Ben Lomond House, Loch Lomond, New Brunswick, and it was deemed by all of the members in attendance to be the best meeting in the history of the organization.

An Indiana establishment.

Meyer Brothers Co., Anderson, Ind., has recently remodeled its store and now has one of the largest and best equipped pharmacies in the State. Roscoe A. Carver is the hustling manager. The soda department alone seats 150 people. The prescription department is on the balcony in the rear, and under it are two sound-proof victrola rooms shut off from the store proper by French doors.

Women of the N. A. R. D.

The ladies were well entertained at the recent meeting of the N. A. R. D. in Minneapolis. In addition to automobile excursions through the numerous parks, trips to various points of interest were made. These groups were taken on a tour of inspection to the milling district.

The N. A. R. D. at Minneapolis.

The big topic of discussion at the Minneapolis convention of the National Association of Retail Druggists was price maintenance—the Stevens Bill. Every effort is to be made to secure the enactment of this bill into Federal law. M. A. Stout, of Bluffton, Indiana, was elected president, Thos. H. Potts secretary, and James F. Finneran chairman of the Executive Committee. Premiums, coupons, and gift enterprises were unqualifiedly condemned. A case is to be taken into court to test the legality of Treasury Decision No. 2213, apropos of the Harrison Act. The Paige Bill was indorsed, regulations governing parcel-post service condemned, and continued affiliation with the Chamber of Commerce of the United States of America definitely approved. The Revision Committee of the forthcoming Pharmacopoeia was taken to task for its failure to include whisky and brandy, and the inclusion of both in the Pharmacopoeia and the National Formulary was insisted upon. The time and place for holding the next annual convention will be determined at the December meeting of the Executive Committee.

. At Philadelphia last year there were 154 delegates. At Minneapolis this year there were 159 delegates. The total number of registrations last year at Philadelphia was 1422. The total number of names on W. R. Goodsell's big book at the close of the Minneapolis meeting was 1068. Three hundred and fifty-four less

M. A. Stout, the new president of the N. A. R. D.

in the way of registration, but five more delegates. The Great Northwest should reach over and pat itself on the back!

However, such a consummation was not brought about by merely being hoped for, no matter how devoutly. Work, and then more work, was involved. To stage an affair of such magnitude as an annual coming together of the N. A. R. D. a high order of organizing ability must be possessed by somebody. And that somebody, in this case, is said to be Charles H. Huhn. Minneapolis is Mr. Huhn's home town.

But everybody worked to make the convention a success: it wasn't due to the chief's activity alone. J. D. Smeltzer, chairman of the entertainment committee, came in for special mention by the convention, as did other members of local committees. Richard J. Messing, president of the State association, and W. E. Burke, both of St. Paul, assisted materially, also.

It was quite generally noted, however, that it was a Minneapolis convention. This may or may not have been intentional, but even a careless observer could not fail to sense the situation, after a day's presence on the scene.

THE NEW OFFICERS.

During the early hours of the week's session it was whispered about in the hotel lobbies that a movement was on foot to rip up the form of organization a bit and depose some of those who have been on the throne or near it for a number of years. The bomb was to be exploded by the Iowa delegation, it was said. But nothing came of it—so little, indeed, that the rumor took on the form of a hoax before final adjournment.

The nominating committee presented the following names, the secretary was instructed to cast the ballots, and these were elected to office:

President, M. A. Stout, Bluffton, Ind.

First vice-president, Sol A. Eckstein, Milwaukee.

Second vice-president, W. H. Cousins, Dallas, Texas.

Third vice-president, L. T. Dunning, Sioux Falls, South Dakota.

Secretary, Thos. H. Potts, Chicago, Ill.

Treasurer, Grant W. Stevens, Detroit, Mich.

Chas. H. Huhn was reëlected to a place on the Executive Committee, and Chas. F. Harding of Cincinnati, Ohio, was elected a member of this committee, replacing M. A. Stout, who becomes president. The other members of the Executive Committee, whose terms have not yet expired, are James P. Crowley, Chicago; Thomas S. Armstrong, Plainfield, N. J.; James F. Finneran, Boston; and Robert J. Frick, Louisville, Ky. Mr. Finneran was elected chairman.

WHAT HAS BEEN DONE.

Much of the important work of the N. A. R. D. is done by the committees during the year, these committees having received their instructions from the preceding convention, and it must therefore follow that an annual meeting is made up first of the reports of officers and committees. Uninteresting as much of this must be, it nevertheless shows, in a measure, what progress has been made.

And gratifying progress has been made during the year just past. More than 700 new members have been enrolled, and the treasury swells with a fatness that never before has been enjoyed. According to Treasurer Stevens' report, there is a nice balance of $26,000 on hand and all bills paid up to August first. State association memberships have increased from 35 to 38, Texas, North Carolina, and South Carolina having reaffiliated during the year, and local associations affiliated with the organization have increased in number from 1068 to 1080.

During the year dues were received from members or associations in every State in the Union except Arizona, although Louisiana and New Mexico contributed but $3 each, Wyoming twice that amount, and Oregon and Mississippi, $9 each. The most productive State was Illinois, the total amount received being $3985. Indiana, Ohio, Michigan, Iowa, Massachusetts and New York come next, yielding $1888.50, $1732, $1471, $1305; $1270, and $1228, respectively. The next State from point of productiveness is Minnesota, with $1188.50. Then comes Pennsylvania and Wisconsin, being only $29 apart, the former paying $1094.50, the latter $1065.50.

THE PRESIDENT'S MESSAGE.

President Henry's report was very courteously worded, for President Henry is a very courteous man.

Samuel C. Henry, the retiring president.

But what else might one expect of a direct descendant of the celebrated Patrick of Revolutionary days? Just how many generations separate Samuel from Patrick is not a matter of record in N. A. R. D. archives, but there can't possibly be many, for our country is young.

The presidential report recommended that the association reaffirm its attitude toward the Stevens bill; reiterate its position in favor of patent-law reform; take some definite stand relative to the regulations which have been read into the Harrison act; go on record as favoring a system of uniform State food and drug laws susceptible of uniform application; continue its efforts to secure a change in the classification of retail druggists as retail liquor dealers; indorse the activities of the American Fair Trade League in favor of price-regulation; and go on record as favoring any movement opposing the distribution of trading stamps, coupons, and the like.

President Henry also went into the matter of indemnity insurance for druggists. It had been his original idea, he said, that a cooperative company might be formed, but a lack of uniformity in the laws of

S. A. Eckstein, a well-known worker, elected first vice-president.

different States did not render this as easy as it might seem. He had finally come to the conclusion that the best solution of the problem was to arrange with one of the large liability companies to handle this form of insurance for N. A. R. D. dues-paid members at a material reduction from ordinary rates. Acting on his own responsibility he had entered into a tentative agreement with one of these companies, and the proposition was now open to members. Obviously information concerning the arrangement could not be made generally public; any one desiring particulars should apply to Secretary Potts.

Later resolutions were introduced indorsing the "plan as outlined." These resolutions were acted on favorably by the proper committee and finally received the official O. K. of the delegates assembled.

THE SECRETARY'S REPORT.

Secretary Potts, in his report, took occasion to say a great deal. He complimented a half-dozen or so of his co-workers, spoke of the association's finances and general standing, and then recommended a few minor changes in the constitution and by-laws.

He took occasion, also, to recommend that a competent attorney residing at Washington be employed to look after N. A. R. D. affairs, and he went into detail somewhat concerning the relationship existing between the N. A. R. D. and the Chamber of Commerce of the U. S. A. Both of these points became significant, later in the proceedings.

The Executive Committee, Charles Huhn, chairman, reported that "our relations with allied organizations continue in the same cordial and fraternal spirit," and then proceeded to modify the statement somewhat by adding that while the Proprietary Association is particularly friendly, the National Wholesale Druggists'

Association, as well as chemical and pharmaceutical manufacturers, are holding somewhat aloof.

Joseph W. Errant, familiarly known as Judge Errant, who died in California in June, was paid a glowing tribute. The chairman asked that the convention arise and remain standing one minute with bowed heads. The following day, at the request of President Henry, the same tribute was paid the memory of Fred A. Hubbard, of Newton, Mass., who took so prominent a part in the proceedings of last year's meeting at Philadelphia, and who has since likewise been called to rest.

W. H. Cousins, editor of the *Southern Pharmaceutical Journal*, elected second vice-president.

The report of the Executive Committee comprised ten-and-a-half printed pages. One-fifth of it was devoted to the labeling of wood alcohol.

LEGISLATIVE AFFAIRS.

The report of the Committee on National Legislation was listened to with keen interest, for after all the main scope and service of the N. A. R. D. is therein encompassed and comprehended. As pointed out by Eugene R. Selzer, of Cleveland, Ohio, the report was an extremely able one; the ablest, perhaps, that has been presented to the organization for some time. It was very sanely advanced that no great and revolutionary work can be accomplished along these lines on the impulse of the moment; that results are rather to be brought about by constant and persistent endeavor. One year's work must overlap and merge into two other years' work—that of the preceding year, and that of the year to come. For the reason that much of the activity of the past year is yet to bear fruit, a great deal that might have been said concerning it was left out of the report. Particularly was this true with reference to the Stevens Bill.

When Chairman Rehfuss reached that part of his message treating of Treasury Decision No. 2213 his tones became tense. This, it will be recalled, is the ruling prohibiting the refilling of prescriptions containing any quantity of the narcotics coming within the scope of the Harrison law.

"The arguments presented in favor of Treasury Decision No. 2213," said Chairman Rehfuss, "are applicable more particularly to the question of the renewal of any prescription, rather than the renewal of a narcotic prescription, and are not strictly pertinent to the Harrison law: the same arguments which have been employed time after time in the various State legislatures in the efforts of the medico-political cliques to secure legislation to prevent the renewal of all prescriptions, and which have always failed."

It was therefore not at all surprising that the committee's discussion of the matter was followed by a recommendation that a test case be taken into court, provided the Treasury Department at Washington could not be induced to modify the ruling. This recommendation was later acted on by the convention and a decision made to institute proceedings. The possibility of the department changing its position is not viewed with much confidence, so that it is highly probable that the initial steps leading to a test may be taken very soon. It was pointed out that even though the department was upheld by the courts, the publicity attending the proceedings would serve to focus general attention on the injustice of the ruling.

DRUGGISTS AND LIQUOR DEALERS.

A great many druggists object to being classed as "retail liquor dealers," a classification which is automatically appended every time $25.00 is offered in exchange for the annual revenue "license." Moreover, he objects to paying the twenty-five, holding it excessive—in many cases more than he can get back.

At the Philadelphia convention last year the legislative committee was instructed to take up the considera-

James F. Finneran, president of the association in 1914 and now chairman of the Executive Committee.

tion of ways and means of securing a new classification, and a reduction, for druggists, of the license fee from $25 to $5.

The committee, however, was unable to report progress which carried with it much in the way of encouragement. A change in the law, to be brought about by congressional action, is the only means in sight by which relief may be obtained. The problem presents many

complexities and is dealt with somewhat exhaustively in the report. Two recommendations were made, one being the placing of a new section in the liquor law, creating separate classifications, the other being an amendment to the Harrison law, permitting doctors as well as druggists to sell alcohol for medicinal purposes in quantities not less than a half-pint or not more than a gallon at one time; and to dispense whisky, brandy, wines and liquors, or to sell them on the written prescription of a physician registered under the Harrison act, the form of such prescription to conform to the regulations provided for the sale of narcotics.

The last-named plan did not seem to meet with much favor. It was held that the druggist already has all he cares for in the way of record-keeping.

MUCH DISCUSSION PROVOKED.

That the interest in this matter is general, also that there are at least two sides to the question, was plainly indicated by the discussion that followed. Theodore Leeb, ex-president of the Minnesota State Association, held that if a man doesn't want to pay the $25, or doesn't like the classification, he can refrain from selling liquors altogether and, consequently, from paying the tax. A delegate from Ohio stated that a revenue collector had insisted on imposing the tax merely because the store sold lemon extract, Jamaica ginger, and sweet spirit of nitre, claiming that such sales, unless the tax was paid, constituted a violation of the law.

Chas. Rehfuss of Philadelphia contended that the law should be modified, making it possible to secure a $5 stamp, or a $25 one, as the druggist saw fit, and his ideas were indorsed by W. L. Humphrey of Huntsville, Alabama, second vice-president of the N. A. R. D. last year. Mr. Humphrey stated that in his State the sheriff publishes lists of retail liquor dealers at certain intervals, and that druggists do not like the company they get into at such times.

C. M. Woodruff, secretary of the National Drug Trade Conference, pointed out that a great deal might be made to hinge on the legal definition of the words "retail liquor dealer," and cited the case of flavoring extract manufacturers who only recently have been relieved from the necessity of paying a rectifier's tax by reason of being specifically exempted by act of Congress.

Chairman Rehfuss called attention to the fact that the department at Washington had itself suggested ways by which paying the tax for the privilege of selling alcohol for certain purposes might be avoided. A number of formulas for denaturing it had been worked out by the government and supplied to the trade. Mr. Rehfuss recommended two of them, the first comprising 40 grains of alum and 12 grains of camphor to the pint, and the second being one drachm of oil of cajuput to the pint. It was further recommended to the committee in charge of the work of remodeling the National Formulary that at least two of the formulas authorized by the government be included in the next revision.

TELEPHONES AND SLOT MACHINES.

Wilhelm Bodemann, chairman of the Telephone Committee, reported that he had tried to do something, but that nobody had helped. He coined the phrase "corpselike activity," to express the situation in so far as the ordinary N. A. R. D. member was concerned. "If sections of the country where dissatisfaction exists do not report to headquarters," said Mr. Bodemann, "then nothing can be done."

President Henry, in his annual message, had stated that telephone matters were "reasonably satisfactory." This, coming from Mr. Henry, might mean that conditions could be improved upon; at any rate it was noted that he did not say "entirely satisfactory." However, nobody harbored the thought for a minute that any blame could be charged against the telephone committee. Whatever trouble exists is made up of a combination of apathy on the part of members and greed on the part of the companies. Different rates of percentages are allowed in different parts of the country, and it may be a long time before anything approaching uniformity can be brought about.

E. R. Selzer reported that in Cleveland druggists were now getting 50 per cent, an increase of 10 per cent over what they received last year at this time. Chairman Bodemann contended that slot machines

Robt. J. Frick, a member of the Executive Committee.

ought to be installed in every drug store, even those in small towns. He also stated that 75 per cent of the country is now operating under the slot machine system.

ITINERANT VENDERS RAPPED.

The report of the Propaganda Committee, John H. Webster of Detroit, chairman, was not very long; not much longer, in fact, than the row of names signed to it. The committee consisted of 47 members. But what the report lacked in length it made up in hard meat.

The outlook is encouraging, it was said. Both the N. A. R. D. almanac and "Monthly Therapeutic Topics," the latter a journal for physicians, are being sent out in increasing numbers. Arrangements are being made to send "Therapeutic Topics" to the senior medical students in a number of colleges.

The committee held that it is not only an injustice to the drug trade, but inimical to public welfare to permit itinerant venders to usurp the functions of the druggist, and often those of the physician, as well. It was urged that more drastic laws be put on the statute books in all the States.

IN EXCELLENT CONDITION.

Hugh Craig's report showed the affairs of the official journal to be in excellent condition. Notwithstanding that advertising receipts fell off nearly $4000 during the year, there was still left a balance which exceeded that of last year by about $4000, this being due to a decrease of expenses of about $6000. A substantial increase in circulation was reported.

In N. A. R. D. affairs resolutions are handled in a very businesslike manner. It isn't possible for a delegate to hop up at any time and introduce a resolution drafted on the spur of the moment and on the back of an old envelope. To get such an expression before the house it must have either the indorsement of two accredited delegates or of some affiliated association in good standing. These resolutions are later presented to the convention for discussion, but no action is taken at that time; action comes still later, after a committee has sifted them out, and made its recommendations.

THE ASSOCIATION'S PLATFORM.

Acting on resolutions marks the second step in convention procedure, and the sum total of resolutions passed constitutes what might be termed the association's platform—an outlining of the course which will be pursued during the current year. And that there is work enough to be done is indicated by the number of resolutions favorably acted on at Minneapolis, there being in the neighborhood of forty planks in the fiscal platform.

One of the most important issues taken up in this

John H. Webster, 1915 chairman of the Propaganda Committee

manner related to coupons, trading stamps, and premium certificates. The wording of the resolution, as well as of the discussion which the topic provoked, was particularly drastic. The custom of giving coupons was referred to as the "premium craze," and it was stated in the resolution that the "coupon is becoming a bill of exchange, if not a part of our national currency." The use of the coupon in the tobacco trade was held up as a horrible example.

The association is to exert every effort during the coming year to get the proper legal barriers erected, rendering the employment of such business methods unlawful. Affiliated associations all over the United States are asked to help in the work.

SUNDRY PLEDGES.

Besides reaffirming its stand on the Stevens Bill, and authorizing the institution of a suit to test Treasury Decision No. 2213, both of which have already been mentioned, the association pledged itself to assist in a campaign of education in behalf of the metric system, a committee of four being appointed; to continue its

Thos. H. Potts, reëlected secretary.

efforts to secure the passage of laws restricting drug peddlers; to continue its efforts to secure an improvement in the standing of pharmacists in the army; to continue its activities along the line of a revision of patent and trade-mark laws; to assist in securing one-cent letter postage, as well as a restriction of the present parcel-post ruling, it being claimed that the latter constitutes a special-privilege grant to mail-order houses; to use all honorable means to oppose the taxation of medicinal products during the coming session of Congress; to oppose the use of wood alcohol for medicinal purposes for human beings; and to bring to the attention of the government what is said to be speculative buying of certain remedial agents to supply the needs of foreign governments, "thereby causing great hardship to the American public" by reason of abnormally increased prices. High export duties were suggested as a means of obtaining relief.

In addition, resolutions were passed commending the services of J. Leyden White, Washington correspondent, Dr. Jacob H. Rehfuss, chairman of the legislative committee, and others. Also the association recommended to the Federal authorities the approval of the following form of guaranty legend to be used on the labels of all food and drug products after May 1, 1916: "Guaranteed by (name of the guarantor), the manufacturer (distributor, or other truthful descriptive

name), serial number, to comply with the provisions of the food and drugs act of June 30, 1906."

The activities of the American Fair Trade League in behalf of price-regulation were indorsed. Continued affiliation with the Chamber of Commerce of the United States of America was definitely decided upon, but whether the association shall reaffiliate when the time comes for such action next spring was left to the discretion of the Executive Committee.

A RAP AT THE U. S. P. REVISERS.

A warm and somewhat extended discussion enlivened a session's proceedings when the action of the revision committee of the Pharmacopœia in deleting whisky and brandy was taken up. A number of speakers claimed the floor, and it soon became apparent that the recommendation of the committee on resolutions that no action be taken by the N. A. R. D. in the matter was not to go unchallenged. President Boehm of the Chicago Retail Druggists' Association, stood out staunchly and somewhat eloquently against the announced intention of the U. S. P. revisers, and when the question was put to a vote it was found that the majority of the delegates did not favor deletion. There was no question about the unpopularity of the move; the vote was overwhelming. More than that, the convention went on record with a strong recommendation that brandy and whisky be incorporated in both the Pharmacopœia and the National Formulary—this in spite of the fact that it was pointed out that a part of the Pharmacopœia is now in the hands of the printer.

THE LADIES OF THE N. A. R. D.

Interesting sessions of the W. O. N. A. R. D. were held, and it was said that new members are being added in a satisfactory manner. Nothing in the way of new issues was taken on, the organization reaffirming positions taken last year and pledging anew its allegiance to the parent body. The following officers were elected: President, Mrs. Fannie E. McBride, Youngstown, Ohio; first vice-president, Miss Clara Hulskamp, Louisville, Ky.; second vice-president, Mrs. J. H. Riemenschneider, Chicago, Ill.; third vice-president, Mrs. A. W. Pauley, St. Louis, Mo.; fourth vice-president, Miss Nora V. Brendle, Wilmington, Del.; fifth vice-president, Mrs. R. G. Rutherford, Brooklyn, N. Y.; secretary, Mrs. Nellie F. Lee, Philadelphia; treasurer, Mrs. John C. Otis, Cincinnati. The board of directors is composed of Mrs. J. F. Waterhouse, Newton Heights, Mass., chairman; Mrs. Louis Emanuel, Pittsburg; Mrs. J. T. Roe, Mobile, Ala.; Mrs. E. R. Sparks, Burlington, New Jersey; Mrs. Robt. A. Clarkson, Springfield, Ill.; Mrs. Leslie O. Wallace, Auburn, N. Y.; Mrs. Chris. Koerner, Milwaukee, Wis.; and Mrs. Rowe, Rock Island, Ill.

NEW YORK EXTENDS INVITATION

Minneapolis proved an ideal convention city. The hotel accommodations were ample, and all local individuals and associations connected with the drug trade surely did everything they could in the way of ministering to the needs and entertainment of their guests. A commendable stroke of enterprise was displayed by the *Northwestern Druggist*, which was published daily during the convention. Up in one corner was carried the legend: "Circulation guaranteed larger than any other daily pharmaceutical journal in the world."

The Drug Show was bigger and better than any ever before installed, it was said. There were 73 exhibitors.

The time for holding the next annual meeting, and the place at which it shall be held, will be determined by the Executive Committee, which meets in Chicago in December. Dr. Wm. C. Anderson made a strong plea for New York, bringing out the singular fact that a convention of the N. A. R. D. had never been held in that city. "We can't give you Minnesota air," said Dr. Anderson, "but we can run you up to the top of one of our skyscrapers, getting you just as near to heaven as most of you will ever get. And by way of contrast we can submerge you in one of our subways, getting you just as near the other place as you will probably care to go." Other cities extending an invitation were Baltimore, St. Louis, Columbus, Galveston, Spokane, San Francisco, Chicago, Denver, Chattanooga, and Mackinac Island, Michigan.

The All-College-Alumni banquet at the West Hotel, Minneapolis.

Monthly Prize Questions and Answers.

The trading-stamp question is the live issue discussed by our contributors this month. There is little doubt that the majority of sentiment in the drug trade is decidedly against the use of trading stamps and profit-sharing coupons. At the Minneapolis meeting of the N. A. R. D., reviewed elsewhere in this issue, the association pledged itself to work for the enactment of laws penalizing the use of such devices. Nevertheless there may be two sides to this question as to all others, and this is suggested in our symposium to follow. Three of our writers follow the majority and condemn trading stamps, while the fourth druggist attributes his business salvation to them.

For and Against Trading Stamps and Profit-sharing Coupons.

Papers received in response to a subject announced in July.

PRIZE ARTICLE: "PROFIT SHARING" A MISNOMER.

By Herman P. Reif.

We see a store using trading stamps; it seems to prosper and do a large business.

Why?

It is because of the immense publicity received from green, blue, or yellow trading stamps.

This publicity is acquired only because of

Herman P. Reif.

the fact that the other stores of its class are not competing on the trading-stamp basis. But should the others adopt the system, the trading stamp would lose its value as an advertising medium and become an added expense, analogous to delivery or insurance.

It then becomes apparent that the dealer profits nothing by use of the stamp. The consumer profits only when he receives the trading stamps with the full value of all merchandise paid for and, at the same time, the customary store service.

HOW THE CUSTOMER LOSES.

Credit is a service to which the customer is accustomed, and which service he foregoes when he obtains trading stamps. It may seem to the consumer that he is getting something for nothing, but he actually pays for everything he gets. But the stamp company profits in every event.

The same problems confront the manufacturer under the coupon system as confront the retailer under the trading-stamp system. More than a score of large department stores have declared war on the coupon and its threatening effects upon American trade. Henceforth they will refuse to deal with manufacturers who use the coupon in any form.

Following closely upon this in importance is the statement from the National Retail Dry Goods Association, composed of 350 large department stores, maintaining the coupon to be a menacing evil that should be shunned by all thoroughly ethical business men.

The actions taken by these influential retailers are not prompted by prejudice but by a desire to rescue the American manufacturer and retailer from a growing evil. Experience with trading stamps, either as employers or as competitors of the system, has taught the retailers the unprofitable value, both from a business and from an economic standpoint, of any trading-stamp or coupon system based upon the "something-for-nothing" idea.

NEWSPAPERS OPPOSE COUPONS.

What is even more significant is the action taken by the American Newspaper Publishers' Association, when last May it passed resolutions opposing the use of coupons, referring to them as a menace to legitimate business. Newspaper men are in a position to know the true status of business affairs because they come in contact with manufacturers and retailers, with both big and little business.

Let us assume, for example, that Blank & Company, manufacturers of a popular toothpaste, makes a year's contract with a coupon company. As predicted by the latter concern, Blank & Company increases its sales sufficiently the first year to warrant a renewal of the contract. But the business of the second year proves a disappointment.

Seeking a cause for its failure to increase the business proportionately to that of the preceding year, the company looks about anxiously for a flaw in its methods, but fails to find a just cause for the failure. Then Blank & Company looks to its competitors and finds that they have adopted the coupon system in order to be on an equal footing.

As a result all these manufacturers are now doing business from a competitive standpoint on the same basis as they were before they adopted the coupon system. Not one has any advantage over the other. Furthermore, they are all seeking business with an additional expense of from two to three per cent.

Blank & Company recognizes the folly of this unprofitable expense item and discontinues the practice of giving coupons. There may be one of two results: competitors will either follow the example set by Blank & Company and save the coupon tax (for such it is when used by all), or they will continue the practice of giving coupons and "fatten the pig."

COUPONS MEAN PRICE CUTTING.

Coupons are bought and sold like any commodity. At one time they could be purchased for $1.10 a hundred, which means that you could get a $5.00 Gillette Safety Razor for 250 coupons, or $2.75. President suspenders, a nationally advertised fifty-cent article, could be obtained for 25 coupons, or 27.5 cents. Some price cutting!

And who's the goat?

It must be the manufacturer and the retailer, for it surely cannot be the coupon company or the consumer.

Summing up the reasons why the retailer and manufacturer ought not to favor the use of coupons, we have the following:

1. The effect upon future business is bad.
2. It cheapens the commodity with which it is packed.
3. It has no advertising value.
4. It becomes a tax upon the retailer and manufacturer.
5. It has no economic value.
6. It fosters price cutting.
7. It may be likened to bribery, a very unsound business principle.

TRADING STAMPS EAT UP PROFITS.

By Nora I. Mitchell

A merchant in order to put one over on his competitors starts a trading-stamp scheme. He gets rid of a lot of stock by sharing profits with his customers.

Then his neighboring merchants start similar plans, or better ones. The first man is now ready to quit, for the cost of keeping ahead amounts to too much. When he finds that he has to give anything from a forty-two-piece dinner set to a pair of motor-cycle tires in order to retain trade, the plan has become too expensive. Too much of the profits are eaten up and the reaction starts in.

The coupon and trading-stamp scheme is the greatest nuisance that the merchants of the land ever used to attract trade. The time spent fussing with trading stamps and counting out coupons could be used to much better advantage by being more thoughtful to customers and extending them courtesies. In one word—Service.

The desire of part of the people to get something for nothing is surely lessening the quality of goods sold with premium attachments. We get only what we pay for—nothing more.

SOME PREMIUMS ARE OF LITTLE VALUE.

And after all, some of the so-called premiums offered aren't particularly valuable. A woman of my acquaintance, together with her sister, saved the coupons that came with their purchases. At the end of over a year of saving they found that for the accumulated coupons they were entitled to a genuine aluminum dipper. Reference to a printed price-list showed the value of the gift to be seven cents.

Another case is that of four families who give their coupons to a fifth family that lives on the same street. The coupons help the poor family to get shoes for their youngsters. A bit of cheap charity.

There may, however, be one advantage of the premium plan. A woman whose rooms would otherwise be empty, can, by joining a soap club, furnish her home with second-rate furniture.

From my experience the various trading-stamp and coupon schemes make their strongest appeal to the class of people who treat their maladies with samples of medicines distributed, gratis, from door to door.

RETURNS NOT ADEQUATE.

By Mark A. Sawrie.

That the trading stamp and profit-sharing coupon do attract some trade I do not deny. The thing which I question is whether they bring results in proportion to the outlay, and within the bounds of expense justified by the profits of the average business.

Business statisticians estimate that the druggist's expenditure for advertising should be somewhere in the neighborhood of three per cent of his gross sales, and that in no instance should it exceed five per cent. The average cost of giving trading stamps is upward of 3½ per cent—about 4 per cent for the druggist who buys his stamps in smaller quantities than do the big department stores.

It is impossible for the merchant to curtail to any extent other regular forms of advertising by the giving of stamps; therefore they must be looked upon as an additional expense. It would be considering the total of such an expense in the most favorable light to the trading-stamp companies to say that this added expense of 4 per cent, together with a conservatively estimated expenditure of 3 per cent for other forms of publicity, results in a total advertising expense of 7 per cent. Such a percentage cannot possibly be justified in the drug business except in the case of most unusual conditions.

STAMPS ENTAIL HIGH ADVERTISING COST.

Opposition to trading stamps, however, would be very mild indeed if the druggist considered the expense only from such a process of figuring, a process which is very favorable to the stamp company. It is when the druggist considers the additional expense from his own standpoint that the system is shown to be most pernicious in its percentage of cost.

Unless something is radically wrong it is reasonabe to assume that a druggist should do as much business this year as he did last. As a matter of fact, if his goods and his service have been right he should do more.

However, to give the benefit of any doubt to the trading-stamp companies, I will assume that he would have no increase without the stamps, but that by using the stamps his business would show a 25-per-cent gain. I believe this a big percentage of increase to credit to stamps, but I am willing to give them full benefit of any possible doubt.

Now let us see what this 25 per cent of additional business would cost the druggist. I will figure on the basis of $100, so as to keep the matter of percentages readily in mind. If the business is increased $25 he would not only pay for the stamps given on the increase, but he would also pay on the $100 worth which he would have done anyway.

THE COST OF STAMPS.

If he is paying 4 per cent for his stamps, he would pay the company 4 per cent on $125. This would amount to $5.00, which sum he would be obliged to pay for the $25 worth of additional business received. Stated in another way, he is paying 20 per cent for the increased business in addition to his regular overhead. This will at once be recognized as an unreasonable amount to pay for the increase.

Such are the cold figures of the trading-stamp proposition, and any druggist can satisfy himself as to their accuracy if he will but sit down and figure them out without the assistance of the glib-tongued salesman who so cleverly juggles figures.

Getting away from mathematics, there are other reasons which, to me, are just as potent against the giving of trading stamps. One is their universality. If you could be the only man in your town who could give stamps you would enjoy great publicity and benefit thereby. But at the very outset there will be a number of other stores giving the same stamps which you are distributing. If these do not include all the merchants, it will be but a short time until the rest will have similar schemes.

the principal difference being that the stamps will be of various colors. In a short time every merchant will be giving stamps, and you will all be on an equality. No one will derive the advertising advantage for which he is paying good, hard-earned money.

Unless you are in a very large city, the company's "premium parlors" will be situated in a department store to which you must send all of your customers to have their stamps redeemed. Considering that the department stores are competitors in many lines, do you think it good business to be tied up by contract to a scheme of this sort?

STAMP COMPANIES DO NO LOCAL ADVERTISING.

Trading-stamp companies do no local newspaper advertising for their customers. Their previous efforts in printer's ink seem to have been largely in trade journals with a view of inducing dealers to buy their stamps and give them away. With the appearance of editorials and announcements that stamps were to be discussed in drug journals, advertisements have recently appeared in the journals before the discussions were well under way, showing that the companies recognize the detrimental value of frank discussion, and indicating that they are well organized for the purposes of needed defense.

In face of all these arguments I still recognize the fact that the public wants something for nothing; they collect stamps for this reason, and will do so just as long as the merchant will give them.

I believe it is good business to give premiums of some kind until the public attitude has changed. If you must give premiums, make them a feature of your own store. Do not attempt to enter into a scheme in connection with other merchants of your town and thus lose your individuality.

Stamp companies figure their goods at practically retail value in placing the redemption value upon their coupon stamps. In most instances you can give as good value as they, and still retain your regular margin of profit. The companies say that they redeem 90 per cent of their stamps. This insures you an additional 10 per cent margin to compensate for the buying-power advantages which the companies claim to have. It will also enable you to meet the "flier" values which you can pick out in their lists of premiums.

STAMPS A GOOD THING.

By Arthur A. Martin.

Contrary to the opinions expressed by many druggists at State pharmaceutical meetings and in various drug journals, I have found the trading stamp and profit-sharing coupon to be distinct sources of revenue rather than detriments to money-making. Indeed, were it not for them, I have good reason to believe that I would now be clerking for one of my competitors, instead of owning a prosperous business.

Several years ago I was barely making a living in a town which was supporting three other drug stores in a similar manner. The town was a prosperous one, but the major part of our trade came from slow-pays and from catering to the minor needs of the people. Mail-order houses and soap clubs got the cream of the trade.

I tried various schemes to increase my business. Newspaper advertising and circulars exploiting service and attractive prices seemed to have little effect. Advertising in church and school programmes was apparently without traceable results.

Once, to secure publicity, I entered a decorated float in a parade arranged by the local board of trade. The float cost nearly $40 to prepare and lost for me my best customer. His exhibit was deemed second only to mine.

Finally, as a last resort, I resolved to give trading stamps a try-out. Much to my gratification, as well as to that of some of my creditors who were beginning to get a little timorous, the introduction of stamps was the turning-point in my business career. Sharing profits with customers proved to be the lodestone that drew trade my way.

STAMPS ACT AS A BUSINESS TONIC.

Sales did not, of course, increase phenomenally, but they came fast enough to convince me that the trading stamps were the proper tonic needed to bolster up the business. Mail-order and soap-club devotees found out that my prices compared favorably with those offered by the large houses. And they found out, too, that the premiums secured with stamps compared favorably with those secured from soap clubs.

As a means of introducing and keeping up my own-make preparations, trading stamps have been exceptionally profitable. I offer

double-stamps with each purchase of these articles, and find that the inducement gives me a decided advantage over my competitors who offer similar products, but no double-stamp persuaders.

Instead of cutting prices on standard goods I offer them at full retail prices with a double-stamp bait. My sales compare favorably with those of the other stores, which have had to cut prices in order to hold their own.

I feature in the windows and on the show cases displays of nationally known goods which carry profit-sharing coupons. Customers who have been educated to receiving the "cash-discount" slips buy such products readily.

But perhaps the greatest advantage that stamps and coupons have been to me is the way in which they cut down my credit accounts. Before adopting the stamps, a large portion of my trade was of the "charge it, please," variety. Now that I give stamps with cash purchases, and with cash purchases only, the credit part of the business has been reduced considerably.

Taking it all in all, it appears to me that trading stamps may have been my business salvation. At any rate, my trade is double what it was five years ago, credit sales have been cut to less than half, and my sales of long-profit goods have boomed materially.

And the cost of the stamps to me is no more than I was previously spending for haphazard advertising that was producing no results.

THE DETERIORATION OF GALENICALS*

By E. KIMMICH, Ph.G.

Many of the U. S. P. and N. F. galenical preparations deteriorate after storage for periods varying from a few weeks to several years. This change in constitution is due to the action of light, changes in temperature, oxygen of the air, the action of living organisms, and the spontaneous breakdown which must take place sooner or later. These changes sometimes alter the physical properties of a preparation to such an extent that it seems like a different product.

Every pharmacist has had trouble with liquid preparations containing iron phosphate and pyrophosphate. He knows that when such products (mainly elixirs) are freshly made they are usually of a light amber or pale greenish color; but on aging some of them turn to a darker green or brown, depending on the solvents or adjuvants used, such as the alkaline citrates, ammonium chloride or acetate, and sodium chloride.

When exposed to light for a much longer period, decomposition and precipitation takes place. While these changes are largely brought about by the action of light and temperature, the solvents and menstrua used have a great deal to do with hastening the process.

Some years ago I made several series of experiments in an effort to determine the principal cause of such changes. These experiments consisted mostly of the group containing iron phosphate sol., iron pyrophosphate sol., and tincture citrochloride of iron in combination with quinine salts, and in menstrua containing varying percentages of alcohol, glycerin, sugar and water, also with added solvents, to aid in the solution of the iron and quinine salts, such as sodium citrate, potassium citrate, ammonium acetate, ammonium chloride, and sodium chloride.

DEDUCTIONS BASED ON EXPERIMENTS.

On exposure to diffused light for several months, and direct sunlight later, I was also able to make the following seven general deductions:

1. Citrochloride of iron withstood the effects of light better than the phosphate and pyrophosphate of iron.

2. The less sugar the product contained the slower the darkening in color.

3. The varying percentages of alcohol did

*Read before the American Pharmaceutical Association

not seem to have much influence in the matter of discoloration.

4. Those having ammonium chloride or ammonium acetate present darkened more quickly than those containing potassium and sodium citrates and chlorides.

5. The presence of glycerin retards discoloration and decomposition.

6. Prolonged exposure to direct sunlight decomposes the mixtures, probably with the formation of insoluble ferrous phosphate and quinine citrate, which is only slightly soluble.

7. Storage in amber bottles is almost a necessity, as the changes take place very slowly if light is excluded.

When the light has decomposed the mixtures, in corked bottles, pressure is developed, due to the formation of CO_2.

Samples tested at the time for fermentation showed the liquids to be sterile, indicating that bacteria played no part in producing the changes.

In conclusion I would state that elixirs, in which a soluble green iron compound is wanted, will keep better if made with citrochloride of iron, particularly if part of the sugar is replaced with glycerin and the liquid is stored in amber bottles.

CAUSE OF DETERIORATION IN BEEF, IRON AND WINE.

Beef, Iron and Wine, N. F., is another product that will sometimes give trouble, especially if put up in flint bottles and exposed to direct sunlight in a display window. The action of the light causes decomposition, forms a gas and possibly blows the cork. As this product contains ingredients that are liable to ferment, one naturally supposes that the product has spoiled from this cause; the real cause, however, is the action of actinic sun rays on the citrochloride of iron present. Ferric salts in the presence of citric acid are reduced by action of sunlight, and the citric acid is decomposed, liberating CO_2.

In making this statement I do not mean to say that beef, iron and wine does not ferment under certain conditions, but that we have the same factor present to cause decomposition that we have in the iron elixirs.

Most pharmacists have observed the darkening in color and change in taste of syrups containing chemicals held in solution by the aid of acids, also syrups containing acids only. In such compounds we can always look for those changes, and the more acid present the more pronounced the color and the more rapidly will the changes take place.

Syrup of hydriodic acid is a fair illustration The present U. S. P. syrup contains less sugar than the 1890 formula, and consequently is more stable. Samples that had stood for over ten years, made with varying amounts of sugar, glycerin and water, showed the discoloration to be in direct proportion to the amount of sugar present. One sample made with 60 per cent glycerin and no sugar remained practically unchanged. In none of the samples was the darkening due to free iodine.

Syrup of iron iodide is another product requiring the greatest care in manufacturing to prevent darkening at the beginning. If the operator is fortunate enough to make the syrup without its being tinted through exposure or contamination in the process of manufacture, he will find that the syrup soon begins to discolor on aging, even if kept in flint bottles and in the light.

WHY SYRUP IODIDE OF IRON DISCOLORS.

There is enough hypophosphorous acid added for the purpose of preventing discoloring to act on the sugar present and develop colord decomposition products.

Liberation of iodine causes the least of the discoloration in syrup iron iodide. It is oxidation of the ferrous into ferric iron, and the formation of invert sugar and caramel from the action of the acid on the sugar.

Syrups containing hypophosphites are another class that darken, and the trouble can usually be traced to the mineral acids present. It is a well-known fact that the hypophosphite syrups form an excellent medium for the growth of fungus. They should be sterilized where practicable. This will retard the development of fungous growth for a long time, especially if the containers are unopened.

Cod-liver oil emulsions darken quite rapidly, unless properly handled. Cod-liver oil is one of the most easily decomposed fats we have, and exposure to air for even a short time darkens the product and makes a decided change in the odor. All cod-liver oil emulsions act practically the same in these respects, regardless of the emulsifying agents used. The only practical way to prevent or retard discoloration is to bottle the emulsion as soon as

made in pint bottles or less, so that it will be consumed by the patient before it has time to change in color, odor, and taste.

Medicated bougies and suppositories with a gelatin base undergo changes which result in hardening of the mass and decrease in solubility. The best and most practical method is to encase them in proper shaped metal collapsible tubes. In this way the mass is protected and remains soluble indefinitely.

INTERVIEWS WITH SUCCESSFUL DRUGGISTS—The L. K. Liggett Co.

5th Paper

By WALTER M. CHASE

There is, perhaps, a tendency on the part of some druggists to look with apprehension upon the rapid spread of chain stores—to fear that these amalgamations will crush out the small dealers by questionable or unwarranted methods. They seem to think that the chain store, as such, is a menace that will eventually monopolize the entire drug field.

The building that was erected to house a Liggett store.

That the small dealer need fear nothing but clean, honorable competition from some of the large stores, at any rate, may be learned from a trip through the Detroit establishments operating under the name of "Liggett's." Indeed, from an observation of many of the chain-store methods, the one-store druggist can learn much that is of real value to him. From an application of some of these ideas to his own business he can easily become an active competitor of the big group, and can make his business yield more than ever before.

"Liggett's Drug Stores," or "Liggett's," as the conspicuous outside signs have it, are well known throughout the larger cities in the East and Middle West, and the three in Detroit are fully in keeping with the standard set by the company, which controls at present a chain of about 55 stores.

In charge of the Detroit interests of the Liggett Company is H. E. Dowman, resident manager. Mr. Dowman has direct supervision of the activities of the three stores, and in addition looks after the company's real estate interests, which are not inconsiderable.

The headquarters store, located on the corner of Farmer Street and Gratiot Avenue, occupies the ground floor of the Liggett Building, a modern business structure erected by the company in order to provide suitable quarters for the establishment of the store. The basement and upper floors are rented to business concerns.

A second Liggett store is quartered in the Majestic Building on Woodward Avenue. Probably more people pass this store every twenty-four hours than go by any other location in the city.

STORES EASILY ACCESSIBLE.

Both stores have street entrances and are accessible also from the arcades of the buildings in which they are situated.

The site of the third establishment, 208 Woodward Avenue, has been occupied by a drug store for over sixty years, and came under the Liggett sign several years ago. During the past summer this store has been discontinued temporarily, pending the erection of a new building suitable to the needs of

modern business. It will be ready for occupancy about October first.

All three stores are in the center of Detroit's bustling shopping district.

Under the supervision of Mr. Dowman are three managers, one for each of the branches of the chain. The main office of the company at Boston, Mass., holds each manager responsible for the success of his particular store, but allows him considerable latitude in directing its conduct. It is up to the initiative of the individual manager to get the necessary stock turnover that makes his store a paying one, and to do this he is helped by the resident manager and other experts in the employ of the company.

Associated with the manager in the conduct of his business are the heads of the departments into which each store is divided. Liggett establishments are thoroughly departmentized, each branch of the business being in charge of a competent person who has been trained to make his department yield the utmost for the welfare of the store.

The different departments comprise patent medicines, drugs, soda, cigars, stationery, candy, and toilet articles. The last three named are in charge of women, as the management believes that women are more effective than men in those positions.

DEPARTMENT HEADS BUY MERCHANDISE.

The various department heads have authority to buy the needed supplies for their stocks, the purchases, of course, being subject to the approval of the store manager.

Stock for the various parts of the store is bought direct from wholesalers and their salesmen, or requisitioned from the company's warehouse in Boston. In the latter place are kept many staple necessities.

Practically all the store managers and many of the clerks own stock in the United Drug Company, the stockholders of which corporation control the Liggett stores. This stock they are encouraged to buy, as its possession gives the men a feeling of personal ownership in the store and makes them more valuable employees.

A most liberal policy is pursued with the clerks. They are made to feel they are working for men who appreciate their efforts. They are kept informed as to how much business their departments are doing, not only as to current sales but also as to amount transacted at a corresponding period of the month and year previous. Thus the clerk is not forced to work in the dark, but is given an incentive to increase his sales if possible.

On a bulletin board is posted a weekly report of each clerk's sales so that he may know how he stands in comparison with his fellow workers. The bulletin board is used also by the management as a means of making general announcement to the clerks. Here is an announcement that was recently posted in the Detroit headquarters store: "Many hands make light work. *Please* help your fellow-

The Majestic Building, which has a Liggett store on the ground floor.

employees by marking every piece of merchandise in your department. We don't like the word *Must.*"

There are no time clocks for keeping track of the arrival and departure of the clerk. Neither are there slips or coupons which the clerk is obliged to detach from the merchandise upon which P. M.'s or commissions are offered. The "honor system" prevails throughout the entire business.

PROMOTING CLERK EFFICIENCY.

Prizes are offered to clerks from time to time as inducements to push certain lines of merchandise. They are also given commissions on their sales of Rexall goods. Although the Rexall line is featured prominently it is not pushed unduly. The customer is given what he asks for without being importuned to buy

a substitute. It is a policy of the Liggett Company to play along with nationally advertised articles, giving them prominent positions in the stores and adding new products as fast as they appear on the market.

The goods featured in the various stores are not offered upon price alone. Rather than holding out extremely low prices as an inducement to buy, it is the Liggett plan to offer merchandise at as low a price as is compatible with the excellent quality of the goods offered.

A holiday confectionery trim that sold many packages.

Neither liquor, illegitimate rubber goods, nor emmenagogue pills are carried in any of the stores.

Reports of daily purchases are kept by each department so that by comparison with the sales reports at the end of each week the gross profits may be estimated. A monthly inventory is taken in the soda, cigar, and candy departments for the double purpose of keeping down unnecessary stock and seeing that the proper turnover is maintained. At the Detroit headquarters store it is estimated that the stock is turned ten times yearly—an astonishing average.

In the store on Farmer and Gratiot Avenue the surplus stocks are kept in rooms on the balcony of the store. Each department has a separate room for its individual stock.

Advertising for the Detroit stores is secured by the liberal use of newspaper space and the distribution of package inserts. Practically every package that leaves the store has in it a counter slip relative to one or more of the Rexall products.

NEWSPAPER ADVERTISING EFFECTIVE.

The amount of newspaper advertising, as well as the mediums in which it appears, is dictated by the company's Boston office, but the arrangement of the copy and the nature of the merchandise advertised is left to the resident manager.

According to the statement of Mr. Dowman much of the success of the Liggett Stores depends upon three things. They are:

1. Location.

2. Newspaper and counter circular advertising.

3. The right service at the right price.

Although the Detroit stores are located in the shopping district of the city they enjoy a large family patronage. Much of this permanent business is done on credit; bills are rendered monthly and but little difficulty is experienced in collecting. Before accounts are opened, however, the prospective customer has to furnish satisfactory references as to his ability to pay.

Purchases are delivered by a transfer company employed for the purpose. Emergency preparations and rush orders are sent out by messengers in the employ of the stores.

Considerable business is obtained from some of the many automobile works, foundries, and factories in Detroit. These concerns purchase bandages, absorbent cotton, gauze, ointments, and other first-aid supplies.

The store windows are depended upon particularly to catch transient patronage. They are filled with seasonable articles, carefully arranged and plainly marked as to price. An effort is made to show things of wide appeal and practical usefulness. The merchandise shown is of wide variety, articles of reputable character and likely to sell, no matter of what nature, being given positions.

Candy is featured strongly in all Liggett stores.

A HALLOWE'EN WINDOW DISPLAY

By WILBUR SUTTER

In the accompanying illustration is shown a Hallowe'en window dressed for H. J. Schuster of Cherokee, Iowa, which, while not entirely original, was sufficiently striking to attract no small amount of favorable notice. And, best of all, it *sold the goods*.

To begin with, a trip was made to the woods for the purpose of collecting material in the rough. Poles, forked sticks, and a small tree overgrown with wild grape-vines were obtained as a result of the trip. Many of the grape leaves with their rich autumn colorings were still on the vines and added much of the "outdoor touch." A further lucky find was an old bird's nest firmly fastened in the crotch of the tree.

Of course the tree and vines had to be worked down carefully in order to permit them to fit well in the window, which is three feet deep, seven feet wide, and over eight feet high.

Large oak and ash leaves were also collected and strewn freely on the floor of the window, which was covered with dark-brown crêpe paper.

The lower part of the background was of crêpe paper—autumn leaves on brown—while the upper part consisted of sky-blue paper with gold stars stuck around on it promiscuously.

The moon was cut from heavy cardboard and covered with yellow crêpe paper. A nose and eye in black was drawn on the paper. The owl was of tin—cut from an old Owl Cigar sign.

Covering a 40-watt electric light bulb (laid on a mirror) with tissue paper of a deep red color and then heaping fine twigs over all made a realistic fire beneath the witch's kettle. Smaller electric bulbs were also used to illuminate the Jack-o'-lanterns, some of which were made from real pumpkins, while others were pressed-cardboard imitations. All the electric wiring was carefully concealed. The tripod holding the kettle is self-explanatory.

The witch's tent had a framework of light poles and was covered with black cloth. Inside the tent, on the floor, were displayed many little seasonable novelties which do not show in the picture. Small novelties, party

favors, place and tally cards, decorations, etc., were strewn all about among the leaves. Crêpe paper portraying black witches on an orange ground was used for interior decorations in the tent.

The one item lacking in the display was a real witch—either in the tent or presiding over the kettle—but when making the display there was not a witch doll or even an old witch mask to be found, so that feature had to be omitted.

To complete the outdoor effect, a running electric fan concealed back of the tent kept the leaves on the tree and vines and the festooning in constant gentle motion.

THE EXPERIENCES OF A TRAVELING SALESMAN

8th Installment

By J. E. E.

I remained with the house by which I was first employed nearly three years. At the time I left I was drawing $90 a month, and perhaps the principal reason for making the change was that I couldn't get an even hundred.

With the new concern I did get $100, and in addition to that a commission on liquor sales, as well as 5 per cent on "our own-make" goods. The company put out quite a line of the latter.

Most jobbers sell a certain amount of liquor and do it with a clear conscience. There is a legitimate demand and the business is unusually profitable. But few houses go into the game with the zest that the company I was now with displayed. I soon learned that the boundary lines imposed by legitimate demand were to be somewhat ignored.

I soon learned, too, what "cracking the whip" meant. Heretofore I had had free rein; my territory was mine and it had been left to my honor to do the right thing. I had not been in the habit of receiving a weekly letter from the sales manager apprising me of my shortcomings, beginning crisply and ending with a "whoop-'er up, boys; go to it!" crescendo. Such methods were entirely new to me, and I assure you that the necessary humping up in order to receive the blows less painlessly did not set well on my stomach.

These weekly "stimulations" were general, I knew that; in fact, the letters themselves showed that they had been run off on a manifolding machine. Nevertheless—well, I didn't like them, that was all.

The only reason I remained on the mailing list was my pride in not wanting to be known as a quitter. I would hang tough, I figured, until I had made good on the job; then I would get out from under.

I objected to the letters, though; went direct to the management and kicked, at one time heading straight for headquarters after receiving one, so angry did it make me. I got laughed at, banged on the back, and told to "Forget it!" Nothing personal was intended, I was informed.

With the new house my territory was somewhat enlarged, and I was given a week's trip in addition to much of my old beat, the added week being entirely new to me. It was also entirely a handicap to me also, for while every circumstance pointed to the fact that I ought to get business, nevertheless I didn't get it. I was the fifth man covering that particular strip for the same house, too; and none of my predecessors had succeeded in doing much more than make a dent.

You never can tell! After I was taken off of the locality under discussion, about a year and a half later, the section was allowed to go by default for a while, nobody covering it.

Then an entirely green man, not long off a farm, was sent out to see what he could do, and he made good, eventually winning a fat berth with the house.

This taught me that it won't do for a road man to cultivate too large an abscess of conceit. Somebody is liable to come along almost any time and lance it for him—and with a hayknife, at that!

No, you never can tell. In a certain town I made, one of the stores had a manager who was a very peculiar man. He and I were extremely friendly; in fact, I had been instrumental in getting him his job. He had been in business for himself, had sold out, put his money in a bank, and decided to work by the month until he could get wind of a location that just suited him.

I had an advance card out, stating that I

would make his town on a certain day. My plans miscarried a little, and I didn't get there until 11.30 at night. My friend was at the depot to meet me, and insisted that I go down to the store with him; he wanted to talk with me.

So after registering at my hotel we went to the store, and behind drawn curtains we sat and talked and smoked for two hours.

And what do you suppose my friend wanted to do? He wanted to go onto the road! Insidiously the bug had been gnawing at what Beatrice Fairfax might call his vitals. He had corresponded with a number of houses and had landed an opportunity to go out on commission with a well-known patent medicine and specialty concern.

He asked me for advice, and I gave it to him straight from the shoulder.

"Bill," I said, "you'd make about as punk a road man as I can possibly imagine. You're a direct descendant of a celebrated musician and as high-strung as a fiddle-string. You're not going to get insulted if I tell you that you're a very peculiar man; so odd, in fact, that you'd get ordered out of about every third store you went into. You'd be too anxious, and if a man didn't give you an order you'd be very apt to call him names. You're nervous, impatient.

"Nobody can question your ability, Bill; you're a hummer in a retail store, after people get to know you. You've got a heart as big as a teakettle, and as a business man you ring the bell every shot; but—well, don't do it, that's all."

But he did, and made a brilliant success of it. Right from the jump-off he commenced to get orders, and from the very day that he went out with his gripful of samples he eclipsed any record that had ever been made on the territory—a territory that had been covered for years. Everywhere I went I heard about Bill.

"Did you buy anything from him?" I would ask.

"Sure I did!" would be the response. "I didn't need the stuff, but somehow he sold it to me."

Since then I have never tried to judge how far a man can jump by looking at him.

Much as I disliked the letters referred to a little while ago, I must confess that they had a sort of an educational value. I began to be little more of a salesman and little less of an order-taker. And one of the first things I noticed when an awakening began to dawn was the lack of salesmanship in the ordinary drug store. It struck me then more than it has since that the attitude of the average druggist toward his business was entirely wrong.

What is any man in the drug business for? To sell goods. Underlying the entire proposition, then, is the spirit of barter and trade.

It seems as if too many men forget this. They are schooled to run in a groove, and this groove consists of renting or buying a building, putting in the regulation fixtures, the regulation stock, and making a regulation, tailor-made announcement that Peter Gustaveson is ready to take the money if anybody forces it onto him.

That done, the rest is up to the Lord.

But suppose that same man had a horse or a shotgun to sell?

I know that there are druggists who will hold up their hands in holy horror at the comparison. But—well, to avoid argument, let's double-shuffle a little. A traveling man, at least, has got a horse and a shotgun to sell. He, at least, has got to get busy on the problem of how to make a strong, commercial appeal. Every man he calls on is a possible customer for just a little more than is already down on the order-book, and his mind has got to be constantly working on the problem of how to sell more goods. Early in the game he learns the fallacy of waiting for business to come to him. It is his business to go after it in two ways: first by going to the place where it may be found, and then, by using every legitimate endeavor at his command, to pull out, item by item, all that he can in the way of a good, fat order.

My point is that the druggist does not act enough on that plan. He ought to cultivate the knack of working out, thoroughly and scientifically, more of his customers, instead of letting nature take its course. Merely because he runs a drug store is no reason in the pole-flattened world why he should get business. A traveling man wouldn't expect business merely because he carried a grip. He has got to go after it—not with his legs, but his head.

All druggists are not open to this criticism, however. I had a number of cracker-jacks on my territory, and a few of them in very small towns, at that. One in particular stands out prominently, as I look back. For fifteen years, possibly, he had been going after every nickel in sight in a little village of 700. If he could possibly do so he met every man, woman and

child who entered his store near the door. He was very cordial in his greetings, but soon came directly and pointblank to business with something like, "Well, what is it this morning?"

The customer's wants supplied, he almost invariably attempted to sell something else, and he was an adept at advancing his suggestions without in any way offending or taking up much time. Experience had given him a polish in this respect.

That this sort of thing can be acquired is shown by another customer I had. There were three stores in the town; this man moved in with the fourth. Incidentally it might be stated that he put the other stores all out of business; not one of the original proprietors is in business in that town to-day, and while for a short time there were four stores, there are now only two.

The new man was very crude in the beginning. I was present when he waited on a woman one evening, and the performance was amusing. The customer bought a bottle of ink, and like a hippopotamus floundering in a haymow the druggist undertook to augment the sale by suggesting writing-paper, a tablet, pens, and even postage-stamps!

But the big man improved very rapidly; little by little crudeness was eliminated, and he developed into one of the best salesmen that ever stepped behind a drug counter. He has been eminently successful, and has built himself a monument in the shape of a brick block, in a part of which his pharmacy is now housed.

A natural-born merchant, you say?

Possibly; and it may be that therein lies the entire explanation.

But how does a merchant sell goods? How does any man do anything? Isn't it by trying?

(To be continued.)

DRUG CONDITIONS IN THE HAWAIIAN ISLANDS

By CARSON ANGEL

We left San Francisco on the steamship *Magnolia*, one of the largest passenger boats on the Pacific, and very soon ran into rough

Jack London, the writer, on an Hawaiian beach.

weather which continued for four days. We soon had a game of bridge whist going, however, and didn't mind it.

Among the passengers were the *"Butte Miner* Girls," thirty young women elected in a popularity contest put on by that paper. Their expenses were paid, and they surely were having the time of their young lives. When they cut loose at meal-time with their war-cry, "Butte Forever!" things were lively indeed.

The fifth day out we ran into warm weather —then out came our tropical clothing, and comfort started.

Friday night we sighted Cocoanut Light at 11 P.M., and by 7 o'clock the next morning were in the harbor at Honolulu—one of the most beautiful harbors in the world; water as clear as crystal.

Incidentally it might be mentioned that we passed the scows trying to raise the ill-fated submarine "F 4."

There were something like 2000 people on hand to welcome us; the arrival of a big passenger ship never seems to lose its attractiveness. We were glad we came.

The drug situation here is peculiar. The early settler, or missionary, as he was called, acted both as doctor and preacher. He supplied his own medicines, having brought them

with him to Hawaii. It was the custom to make a nominal charge for treatment, which included medicine.

This custom still prevails, and virtually every physician does his own dispensing, although now he can, of course, get his supplies on the islands.

Honolulu has a population of about 40,000, and the largest drug firm in the city is Benson Smith & Co., Ltd. The big concerns in Honolulu do a wholesale as well as a retail business.

Dr. and Mrs. K. F. Li, Honolulu.

All sugar plantations—and the largest sugar plantation in the world is to be found here—have their own physicians and hospitals. Any employee who receives less than $60 a month for his services gets medical service, including hospital if necessary, free of charge. The average wage is a dollar a day for plantation work, so it will be seen that practically all employees except superintendents and foremen come under this arrangement.

The largest active volcano in the world—Kilauea—is on Hawaii, and this alone is worth a trip to the islands. It is particularly active right now.

Molokai is one of the islands on which the lepers are kept. They have their own form of government, and are as happy as could be expected under the circumstances.

Progress against this dread disease is being made with chaulmoogra oil, administered

W. C. McGonagle, vice-president of Benson Smith & Co., Ltd., and little daughter.

hypodermically. Some cases have been reported cured.

The Hawaiian Islands are 2100 miles from San Francisco and just beneath the tropic of

Donald S. Bowman, acting president of the Hawaiian Board of Health, surrounded by lava flow.

Cancer. For any druggist who can stand the pressure (financial, not atmospheric) the trip is well worth while.

BOARD QUESTIONS ANSWERED

A NEW YORK EXAMINATION.

(Continued from the September BULLETIN.)

6. (*a*) Give the common names of five official inorganic drugs. (*b*) Give their U. S. P. Latin titles.

(*a*) Lead iodide, nitric acid, lime, Epsom salt, borax.

(*b*) Plumbi iodidum, acidum nitricum, calx, magnesii sulphas, sodii boras.

7. Define (*a*) phanerograms, (*b*) cryptograms.

(*a*) A phanerogram is a flowering plant.

(*b*) A cryptogram is a non-flowering plant.

8. Define cotyledon.

A cotyledon is the seed-leaf or first leaf of an embryo.

9. Define germinate.

To begin to vegetate or sprout.

10. Gum arabic. (*a*) Give its official Latin title. (*b*) Give its botanic source. (*c*) Name the country in which it grows. (*d*) Name a U. S. P. preparation containing gum arabic.

(*a*) Acacia. (*b*) *Acacia Senegal* Willdenow, and other species of *acacia* (Fam. *Leguminosæ*). (*c*) It is found in Western Africa, north of the river Senegal, and is abundant in Eastern Africa, Kordofan, Southern Nubia, and Egypt. (*d*) Mucilage of acacia.

11. What is the immediate (direct) product that results from the fertilization of ovules?

The nucleus of ovum when fertilized becomes surrounded by a cellulose wall. The second generative nucleus passes the ovum and unites with large secondary nucleus to form the endosperm nucleus. From the fertilized ovum enclosed within its cell wall a pro-embryo consisting of a row of cells is first developed; the end cell of this row gives rise to the greater part of the embryo.

12. Name the plant from which each of the following is obtained: (*a*) cocaine, (*b*) strychnine, (*c*) podophyllin, (*d*) quinine.

(*a*) *Erythroxylon Coca* Lamarck, and *Erythroxylon Truxillense* Rusby. (*b*) *Strychnos Nux-vomica* Linné, and also obtainable from other plants of the Loganiaceæ. (*c*) *Podophyllum peltatum* Linné. (*d*) Various species of *Cinchona* (Fam. *Rubiaceæ*).

13. What is understood by (*a*) primary action of a drug, (*b*) secondary action of a drug?

When certain drugs are taken into the system the effects first produced may differ materially from those evident after the drugs have acted for a longer period of time. For example, the primary action of alcohol is to stimulate all parts of the nervous system, while its secondary action is that of a paralyzant of the parts.

15. Define opium.

The concrete, milky exudation obtained by incising the unripe capsules of *Papaver somniferum* Linné (Fam. *Papaveraceæ*), and yielding in its normal, moist condition, not less than 9 per cent of crystallized morphine when assayed by the process given in the U. S. P.

16. Name two U. S. P. preparations containing opium.

(*a*) Powdered opium. (*b*) Granulated opium.

17. Name two alkaloids derived from opium.

(*a*) Morphine. (*b*) Codeine.

18. Give the official Latin title of (*a*) spirit of mindererus, (*b*) sweet spirit of nitre, (*c*) oil of vitriol, (*d*) spirit of turpentine.

(*a*) Liquor Ammonii Acetatis, (*b*) Spiritus Ætheris Nitrosi, (*c*) Acidum Sulphuricum, (d) Oleum Terebinthinæ.

19. State what parts of the following plants are official: (*a*) cardamom, (*b*) hemlock, (*c*) golden-seal, (*d*) nux vomica.

(*a*) The dried, nearly ripe fruit; (*b*) the full-grown but unripe fruit; (*c*) the dried rhizome and roots; (*d*) the dried, ripe seed.

20. (*a*) From what plant is castor oil obtained? (b) What part of the plant is used?

(*a*) *Ricinus Communis* Linné (Fam. *Euphorbiaceæ*). (*b*) The seed.

21. How is castor oil classified according to its action on the human system?

As a cathartic.

22. (*a*) Give the official Latin title of infusion of foxglove. (*b*) How much of the drug is contained in 100 Cc.? (*c*) What is the average adult dose?

(*a*) Infusum Digitalis. (*b*) 1½ grammes (*c*) 8 Cc. (2 fluidrachms).

23. (*a*) Give the Latin title of a compound tincture. (*b*) State the medicinal uses of the tincture named.

(*a*) Tinctura Gentianæ Composita. (*b*) It is a bitter, much used in dyspepsia, and as an addition to tonic mixtures in debilitated states of the digestive organs or of the system generally.

TOXICOLOGY AND POSOLOGY.

1. Define anesthetic.

An agent which temporarily destroys sensation.

2. Define caustic.

An agent which destroys a tissue to which it is applied, and usually produces a slough.

3. Define anodyne.

A remedy which relieves pain either by direct depression of the centers of perception and sensation in the cerebrum, or by impairing the conductivity of the sensory nerve fibers.

4. Define the term hypodermatic.

Of or pertaining to the area under the skin; introduced or found under the skin.

5. Give reasons for the advantages of the hypodermatic administration of medicine over the dose by mouth.

Hypodermatic administration introduces the medicament directly into the tissue; by its use we are absolutely certain as to the amount of drug actively affecting the organism; its use avoids the reaction between the drug and the stomach contents, which reaction may destroy the activity of the drug, or seriously change its character. Quicker results are obtained when drugs are administered hypodermatically.

6. State the average dose of (*a*) resin of jalap, (*b*) spirit of peppermint, (*c*) syrup of ginger, (*d*) iodine.

(*a*) 2 grains, (*b*) 30 minims, (*c*) 4 fluidrachms, (*d*) 1/10 grain.

7. State the average dose of (*a*) syrup of krameria, (*b*) tincture of opium, (*c*) quinine sulphate, (*d*) gentian.

(*a*) 1 fluidrachm, (*b*) 8 minims, (*c*) 4 grains, (*d*) 15 grains.

8. A four-ounce mixture contains four grains of morphine sulphate; after four teaspoonful doses have been taken, the patient is ordered to fill the bottle with water. State the dose in each instance.

In four fluidounces there are 32 teaspoonful (1 fluidrachm) doses. Therefore, originally, each dose would be equivalent to 1/32 of 4 grains, or ⅛ grain.

The four doses taken represents 4 times ⅛, or ½ grain, leaving in the bottle 3½ grains of morphine sulphate. When the bottle is refilled with water each dose would then be the equivalent of 1/32 of 3½ grains, or 7/64 grain.

9. Define soporific.

Causing or tending to produce sleep.

10. Define narcotic

Having the quality of causing stupor.

11. Define toxic.

Pertaining to or having the nature of poison

12. State the average dose of (*a*) methyl salicylate, (*b*) terpin hydrate, (*c*) confection of senna.

(*a*) 15 minims, (*b*) 2 grains, (*c*) 60 grains.

13. State the average dose of (*a*) chloroform, (*b*) lobelia, (*c*) gallic acid.

(*a*) 5 minims, (*b*) 7½ grains, (*c*) 15 grains.

14. How much atropine sulphate should be used in making one ounce of a ¼-per-cent solution?

One fluidounce weighs 455.7 grains. Therefore ¼ per cent of 455.7, or 2.778, is the number of grains of atropine sulphate required.

15. State the average dose of (*a*) ammonium chloride, (*b*) citric acid, (*c*) reduced iron, (*d*) fluidextract of digitalis.

(*a*) 7½ grains, (*b*) 7½ grains, (*c*) 1 grain, (*d*) 1 minim.

16. State the average dose of (*a*) fluidextract of belladonna, (*b*) morphine sulphate, (*c*) potassium acetate, (*d*) pancreatin.

(*a*) 1 minim, (*b*) ¼ grain, (*c*) 30 grains, (*d*) 7½ grains.

17. State the average dose of (*a*) fluidextract of cascara, (*b*) bromide of soda, (*c*) nitrate of silver, (*d*) compound solution of iodine.

(*a*) 15 minims, (*b*) 15 grains, (*c*) 1/5 grain, (*d*) 3 minims.

18. State the average dose of (*a*) codeine sulphate, (*b*) corrosive sublimate, (*c*) capsicum, (*d*) carbonate of ammonia.

(*a*) ½ grain, (*b*) 1/20 grain, (*c*) 1 grain, (*d*) 4 grains.

19. The dose for an adult is 10 Cc.; give in Cc. the dose for a child (*a*) five years old, (*b*) eight years old.

Using Young's rule for children's doses (age divided by age plus twelve) for a child 5 years old we get 5÷(5+12) multiplied by 10, or 2.94 Cc., as the proper dose.

For a child 8 years old we get 8÷(8+12) multiplied by 10, or 4 Cc., as the proper dose.

20. State the average dose of (*a*) diluted nitric acid, (*b*) fluidextract of coca, (*c*) tincture of belladonna, (*d*) elixir of bromide of potassium.

(*a*) 30 minims, (*b*) 30 minims, (*c*) 8 minims, (*d*) 2 fluidrachms.

(*To be continued.*)

THE SAUNTERER

"We Can't Put All the Good Things in the Window" is the way a sign reads that is intended to suggest to the people in the street that the goods inside the store are just as attractive as those in the window.

* * *

Out in one of Detroit's suburbs, where several large factories are located, and where the population is constantly shifting, a druggist has put in an unusual side-line.

He sells "Furnished Rooms," "To Let," and "Board and Room" signs.

Purchased in lots of 100 the cards cost but three cents apiece and sell easily for a dime.

* * *

In charge of the cigar counter of a downtown drug-store there is a clerk who told me that he was sick and tired of having customers take up room at the counter while talking over the European situation.

To keep customers moving he hung this placard over the case: "The War Started in Europe—Don't Try to End It Here."

He says it works.

* * *

"Courtesy is the minute-hand of the all-day clock of this store."

Not a bad slogan, particularly if the clerks back it up.

And in the Detroit department store where on every floor the sign is conspicuously displayed the clerks do back it up. Whether a customer purchases a collar button or a suit of clothes he is accorded the same courteous treatment. The clerks all have that "it's-a-privilege-to-wait-on-you" air.

Not at all like the drug clerk who recently allowed me to buy a one-cent package of matches. Because my purchase happened to be a small one, he remarked to a girl friend whose conversation with him I interrupted that "Detroit was full of free spenders."

* * *

I intended to write a couple of letters one evening about a week ago, so I strolled down to the corner drug store, shoved a nickel in the slot and got two stamps.

The vending machine shoots out the stamps with a little sticker attached to them. The sticker is good for one cent in trade.

It was nearly midnight when I finished writing, and as I desired the letters to be picked up at the one o'clock collection, I prepared to mail them.

One stamp was attached to the first letter all right, but when I went to use the second I found the one-cent rebate slip sticking to the stamp hard, fast, and solid.

I had no mucilage in the house, the drug store was closed, and I couldn't mail the letter. I was mad.

If a druggist objects to handing out stamps at cost and sells them from a vending machine, the least he can do is to make sure that the stamps are in a usable condition. He had better leave off the rebate sticker altogether if he is going to attach it in such a way that the usefulness of the stamp is destroyed.

* * *

About three years ago a druggist friend of mine bought an eighteen-dozen case of high-grade fountain pens retailing from $1.50 to $15.00 each.

Then he set about to sell them in such a way that the benefit from each sale did not end when he received the purchase price.

Whenever a pen was sold the purchaser's name and address were asked for and entered in a loose-leaf booklet kept for the purpose.

Letters are sent to those registered in the book, which at this time contains nearly two hundred names. Sometimes the letter is about a writing ink that is particularly suitable for fountain pen use; sometimes it calls attention to the wide variety of stationery, both society and business, carried by the store.

On other occasions the letter states that the proprietor hopes that the pen is giving satisfaction and that if it isn't he would be pleased to adjust the difficulty. The pens are guaranteed by the maker, so that the dealer can give such a "service" without cost to himself.

Included in the letter is a suggestion that if the buyer is satisfied with his pen he may wish to recommend it to his acquaintances or purchase one for some friend or relative.

The druggist tells me that he can trace many of his present sales to the good offices of satisfied customers with whom he has kept in touch by means of these personal letters.

LETTERS

This is where our readers exchange opinions and practical suggestions with one another. The Editors are always glad to receive short letters on subjects of mutual interest.

KEEPING TRACK OF FORMULAS.

To the Editors:

In reading the BULLETIN I notice at different times that druggists ask to have repeated formulas which have been published before, or wish to know in what issue of the journal certain articles can be found. One druggist has suggested clipping the formulas and filing them away.

For some time I have been using a plan which does away with the necessity of asking for the repetition of matter which has been given space before. By following the plan, druggists will not have to wait until the formula is printed again, nor will they have to mutilate their BULLETINS as required under the clipping and filing method. Here is my plan:

File the BULLETINS in the order in which they are published—if you have no cabinet any shelf or drawer will answer. Then buy a small ledger, or take one from stock if you carry stationery; in the index write "Formulas and pages," "Window displays," and any other general titles that you wish to have for reference.

On the pages devoted to "Formulas" make note of the issue and page number of the BULLETIN in which any desired recipe may be found. Thus, if a tooth-paste formula is wanted look under "Formulas" and find "Tooth-paste—page 402—vol. XXIX—No. 8—Sept. 1915." Or if you wish to refer to the ideas other druggists have on the subject of circulating libraries, go to the ledger and look under "Circulating library;" there you will find "How to Conduct a Circulating Library—page 238—vol. XXVII—No. 9—June 1913."

By adopting this plan one can save many valuable formulas and ideas that otherwise would be lost track of. It's quicker than shuffling through a few years' issues of the BULLETIN. CECIL J. POLLOM.

Cedar Point, Ind.

HE WANTED A SEVENTY-FIVE DOLLAR PRESCRIPTION FILLED!

To the Editors:

While reading the different drug journals we quite often notice articles headed something like this: "Can You Beat It?"

In our opinion the following sets a high mark for druggists to shoot at:

On August 9 a customer handed us a prescription calling for a six-ounce mixture of piperazine. He asked how long that amount would last him, and when we told him he said, "Give me enough to last eight months."

Such a quantity figured $75, but we had only enough in stock to supply $50 worth, which amount we furnished.

Isn't that a top-notch price for a single prescription? HARRY BRODIE,
For the Moose Jaw Drug and Stationery Co., Ltd

Moose Jaw, Saskatchewan.

HOW MUCH FOR THIS ONE?

To the Editors:

What is a proper price to charge for the following:

Stypticin	4 grains.
Ergotin	2 grains.
Suprarenal ext.	2 grains.
Hydrastine hydrochloride	½ grain.

Mix and make one capsule. Of such, make 30.

Sig.: One every three hours

Our price, which we thought very reasonable, was $4.00. Both the doctor and the patient considered that figure to be too high.

We would like very much to have BULLETIN readers give us their opinions, and to have them tell us what charge they would make if the prescription was to be compounded by any of them. POWERS KELLY DRUG CO.

Waco, Texas

WHAT IS THE PROPER PRICE?

To the Editors:

A short time ago I made a customer a price of $1.25 on the following prescription:

Iodoform	3 drachms.
Hydrarg. chlor. mit.	3 ounces.

Mix and make powder.

The customer stated that the prescription had been filled several times in a store across

the town and that the price had been only 50 cents.

I allowed him to leave without an argument, but followed him and saw that he did get it for 50 cents. The druggist would not state why he filled the prescription for that price.

I would like to have the opinions of BULLETIN readers as to the proper price to charge.

El Dorado, Arkansas. M. E. BEAUCHAMP.

WHO WILL HELP HIM?

To the Editors:

I would like very much to obtain the opinions of BULLETIN readers in regard to a problem that has come up in my business.

Here is the problem stated in question form:

What method is best suited in a small town to advertise drug-store merchandise in the local paper, published once a week?

For the past few weeks I have been advertising prices rather than service, quality, prescription work, etc., as was my custom formerly. A. H. MARTIN.

Lawndale, Philadelphia

HELP! HELP!!

Mr. Harry B. Mason,
Chief Editor Pharmacy of Bulletin.

Dear Gentleman:

I excite:

I wish I was a rock a-sittin' on a hill
A-doin' nothin' all day long but just a-sittin' still.
I wouldn't eat,
I wouldn't sleep,
I wouldn't even wash.
I'd just sit there, a thousand years
And rest myself, b'gosh!

Hoping you are the same,

HASHIRA KIMONO,
Per J. E. Bond.

Baltimore, Md.

A SPECIAL FOR THE FOUNTAIN.

To the Editors:

What I have christened the "Eedo Special" is making a hit with our soda-fountain patrons in this part of Nebraska.

The formula is simple. In a twelve-ounce glass place an amount of ice cream such as is used ordinarily for ice-cream soda, add chocolate syrup, and dust heavily with dry malted milk.

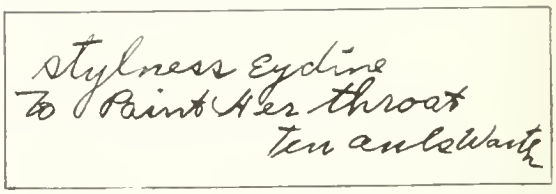
The "Eedo Special" is eaten with a spoon, the customer usually stirring up the mixture when served. E. E. DURYEE,
Mgr. Preston Drug Co.

Oxford, Nebraska.

SOME PHONETIC SPELLING.

To the Editors:

We are sending you a specimen of English that we think ought to be reproduced in the



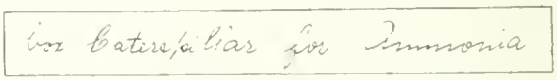
BULLETIN. I believe it is about equal to anything I have seen. Apparently there is more than one way of spelling iodine.

Porter, Okla. F. G. AGEE.

HAS HE SOLVED IT?

To the Editors:

I notice, on page 403 of the September BULLETIN, an illiterate order for which G.



Bastian of Union, N. J., desires a solution.

If the customer was a foreigner he evidently wanted "Cataplasma Kaolini."

Passaic, N. J. JOSEPH ROTH.

There is one thing I do not like about the BULLETIN OF PHARMACY. It always contains so much eagerly desired information that it seems an awfully long while between numbers.

HENRY P. PELLERIN, PH.G.

Cohoes, N. Y.

Now is a good opportunity for me to tell you that the BULLETIN comprises a very important part of my pharmaceutical library, and I would not try to get along without it.

Faith, S. D. ROBERT R. SAUL.

We have thought for several years that the BULLETIN was head and shoulders above them all. E. W. HANSON.

Watsonville, Calif.

The best drug journal printed!

Battle Creek, Nebr. DOERING DRUG CO.

PRACTICAL PHARMACY

The Proper Handling of Chemicals.—

Otto Raubenheimer, Pharm.D., in a paper read before the 1914 meeting of the New Jersey Pharmaceutical Association, laid down a list of "Don'ts" for pharmacists that contains many valuable pointers.

Here are Professor Raubenheimer's rules for the proper handling of chemicals:

Don't use technical chemicals for medicinal purposes, as they do not comply with the U. S. P. standards and very frequently contain inert, in fact poisonous, substances—for instance, arsenic.

Don't keep chemicals which absorb moisture readily in a damp place. Examples are too numerous to mention, but include all the hygroscopic and deliquescent chemicals. I might call attention to *one* in particular which is frequently kept in cellars and which consequently spoils, namely, chlorinated lime.

Don't expose the following to the action of direct light: phenol and resorcinol become pink or even red; alkaloids are discolored; iodides, especially ammonium iodide, liberate free iodine silver salts; calomel and many other chemicals darken, owing to the formation of oxide; santonin turns yellow; napthalene and beta-naphthol become discolored; sulphurous acid is oxidized to sulphuric acid; chlorine and bromine water form hydrochloric or hydrobromic acid respectively; ferric salts will be reduced to ferrous salts; mercuric salts will be reduced to mercurous salts; compound syrup of hypophosphites becomes decolorized; volatile oils become terebinthinate.

Among other chemicals affected by the light are: benzoic acid and benzoates, salicylic acid and salicylates, hydriodic, hydrobromic, hydrocyanic, nitrohydrochloric and trichloracetic acids, amyl nitrite and other nitrites, chloroform, bromoform, and iodoform, etc., etc.

Don't keep *ferrous* salts and preparations in the dark, but expose them to the light—for instance, syrup of ferrous iodide.

Don't expose the following to the action of atmosphere as they readily absorb carbon dioxide: lead acetate and solution of lead subacetate; ammonium carbonate (forming bicarbonate); calcium oxide and lime water; magnesium oxide, light or heavy.

Don't expose volatile chemicals, liquids or solids, as they will evaporate or lose their strength.

Don't expose chemicals which effloresce to the action of dry air. In this list all the crystallized salts are included.

Don't dispense the following chemical and pharmaceutical preparations except when recently prepared: diluted nitrohydrochloric acid, sulphurous acid, chlorine water or compound solution of chlorine, creosote water, infusion of digitalis, solutions of magnesium citrate, of ammonium acetate, of iron and ammonium acetate, of potassium citrate, of sodium citrate, chalk mixture and compound iron mixture.

Don't neglect to have on hand the two solutions ready to be mixed to form the arsenical antidote of the U. S. P. This should most certainly be done in every well regulated pharmacy, as many a life might be saved, especially during the summer when poison fly paper is extensively used.

A New Type of Saline Antiseptic Solution.—

The formula of an easily made saline antiseptic solution having a pale lemon color was submitted to the section on practical pharmacy and dispensing of the American Pharmaceutical Association at the 1914 meeting, by Charles H. LaWall, Ph.M., of Philadelphia.

"The number of formulas for antiseptic solutions is legion and the types into which they naturally divide themselves are numerous," said Professor LaWall. "They may be acid in reaction and contain about 25 per cent of alcohol, like the official liquor antisepticus, or they may be of the alkaline type and contain glycerin, like the liquor antisepticus alkalinus of the N. F.

"For both of these types new formulas have been proposed by me, and there is a third type, recently coming into prominence and attaining quite a degree of popularity, for which I would like to propose a formula also. This is a type which is slightly saline and distinctly alkaline, but which contains no glycerin and no appreciable amount of alcohol. The formula is as follows:

Sodium chloride	5 grammes.
Sodium borate	5 grammes.
Sodium bicarbonate	10 grammes
Oil of spearmint	1 Cc
Oil of eucalyptus	0.5 Cc
Menthol	0.1 gramme
Alcohol	5 Cc.
Fluidextract of hydrastis (aqueous)	2 Cc
Water, q. s. to make	1000 Cc.

Dissolve the salts in 750 Cc. of water. Dissolve the oils and menthol in the alcohol. Mix the alcoholic solution of the oils with 5 grammes of magnesium carbonate and triturate gradually with the aqueous solution of the salts. Filter and add the fluidextract of hydrastis, and finally add enough water through the filter to make 1000 Cc.

"This solution makes an excellent wash for the mouth or nose, either full strength or diluted with water, as preference indicates."

Permanent Solution of Magnesium Citrate.—

At the February, 1914, meeting of the Baltimore branch of the American Pharmaceutical Association, Charles C. Meyer suggested a unique method for preparing solution of magnesium citrate. In making the solution he proceeds as follows:

Drop the oil of lemon, calculated from the required quantity of syrup of citric acid, on the magnesium carbonate (which must be of U. S. P. quality and not the kind marked for "Technical use only"). Place this into all of the distilled water necessary for the finished product, stir well, place the citric acid crystals in a muslin bag and suspend just below the surface of the liquid. Solution will take place rapidly. When completed, add sugar, calculated from the required quantity of syrup of citric acid. Filter, bottle, charge, cap with a crown cork, and label.

Mr. Meyer has kept for eight months a solution prepared according to this method. As it keeps for that length of time without deterioration he feels that it may be kept almost indefinitely.

BUSINESS HINTS

Specimens of druggists' advertising are solicited for reproduction or comment in this department of the BULLETIN.

"Form" Letters That Pull.—

To introduce medicinal liquid paraffin to his physicians, Victor E. Hanna, of Dublin, Ireland, sent them each a copy of the following letter:

DEAR DOCTOR:—

For some years purified Liquid Paraffin has been used in medicine chiefly on account of its stimulating, antispasmodic, and expectorant properties. Its value in the initial stages of phthisis, in nervous debility, in cases of excessive mucous secretion and difficulty of expectoration, has been amply approved by experience.

More recently advantage has been taken of its lubricating and laxative properties for the relief of chronic constipation and colitis, especially in children. For this purpose it is given in doses from one teaspoonful to one tablespoonful, after the two principal meals of the day. Children from half to one teaspoonful. It is also prescribed as an emulsion, 50 per cent. prepared with fresh mucilage of acacia; this form being most suitable for incorporating any drugs which may be deemed necessary in special cases.

It is important that Liquid Paraffin, for internal use, should be of the highest purity—colorless, odorless, and free from all traces of sulphur. The "Hanna" brand answers all these stringent requirements, and the specimen which is enclosed will amply bear this out; therefore, when prescribing kindly specify

PARAFFIN LIQ. (HANNA).
EMULS. PARAFFIN. ALB. (HANNA)

With my compliments,
Yours very faithfully,
VICTOR E. HANNA.

As a "follow up," a year later, to again bring liquid paraffin to the attention of the doctors, each physician received one of the following:

Re *LIQ. PARAFFIN ALB. (HANNA).*
LIQ. PARAFFIN RUB. (HANNA).

DEAR SIR:

This time last year I ventured to call your attention to a special pure Liquid Paraffin, for internal use, which at that time I was introducing to the medical profession. Almost at once it was taken up and prescribed by several in different parts of the city, and since then the many requests for it have steadily increased, month by month.

This Paraffin, which is being prescribed as "Liq. Paraffin Alb. (Hanna)," is a clear, colorless oil, odorless and tasteless, from which all traces of sulphur and other impurities have been completely eliminated.

Its use in medicine is chiefly on account of its stimulating, antispasmodic, and expectorant properties. Its value in the initial stages of phthisis, in nervous debility, in cases of excessive mucous secretion and difficulty of expectoration, has been amply approved by experience.

More recently, advantage has been taken of its lubricating and laxative properties for the relief of chronic constipation and colitis, especially in children. For this purpose it is given in doses from one teaspoonful to one tablespoonful, after the two principal meals of the day. Children from half to one teaspoonful.

While always seeking improvement, and when found, losing no time in placing the matter before the profession, I have prepared a much improved form of Liquid Paraffin, prescribed as "Liq. Paraffin Rub. (Hanna)," specially designed to be acceptable to children and fastidious invalids. It has a delicate fruity taste and color, is pleasantly sweet, and more suggestive of a raspberry syrup than an aperient medicine.

Herewith you will find a vial of "Liq. Paraffin Alb. (Hanna)" with some prescription forms which may be useful, and should a vial of "Liq. Paraffin Rub. (Hanna)" be desired, it will be forwarded on receipt of post-card.

With my compliments,
Yours very faithfuly,
VICTOR E. HANNA

Mr. Hanna says that the two letters produced excellent results, a considerable number of prescriptions for Liquid Paraffin being directly traceable to their influence

To Judge Brushware.—

Much brushware placed on the market is drawn with cotton only, and after a tooth-brush has been used for a few days, or a hair-brush washed two or three times, the cotton is likely to rot, and the bristles fall out.

To test whether a brush is drawn with wire or cotton, says *The Chemist and Druggist of Australia,* pull vigorously on a single knot of bristles, using the knuckle as a lever. If the knot of bristles comes out, the end of the broken cotton will most likely show. But the fact that it does not come out is not necessarily a proof that the brush is drawn with wire, as the cotton used may be strong until affected by water or by the natural grease from the hair.

To test whether a brush is made with bristle, horsehair, or fiber, is not always easy. Vegetable fiber, when set alight and blown out, will continue to glow, and the vegetable smell is easily recognized. Bristle and horsehair, both being animal substances, burn, or rather shrivel, with an entirely different odor, and do not glow when blown out. But this test does not distinguish between bristle and horsehair.

Bristle, however, is the only material which has serrated edges. A single bristle from a brush placed on the slightly-moistened palm of the hand, and then stroked lengthwise by the finger of the other hand, can be moved in one direction, but not in the other. The serrations stick to the moistened skin and prevent any movement in the direction the serrations point. It is this serration and the life and spring in bristle which make it the only material suitable for toilet brushware. The serrations grip the hair, and a hair-brush with bristles set too closely is not so effective nor so easily cleansed as a more open brush, provided the latter is made of good, stiff bristle. The best hair-brushes show the "root" of the bristle if you look along the tops of the bristles.

A badger-hair shaving brush lathers twice as quickly as an ordinary bristle brush, and lasts twice as long if rinsed and stood with hair downward after use.

The strongest and longest bristle comes from Siberia, but Russia, China, and India supply us with medium to cheap grades.

A Device for the Rapid Sale of Nipples.—

To aid in the expeditious handling of nipples and to prevent the stock from becoming a jumbled-up mess, Geo. M. Beringer, Jr., described at the 1915 meeting of the New Jersey Pharmaceutical Association the following method for making a nipple display board:

Take a smooth piece of wood of convenient length about one-half inch thick and six inches or more wide. Sandpaper this perfectly smooth and mark off points one and one-half inches apart each way to the same number as you have styles of nipples.

Attach three-fourths-inch, or any convenient size, wooden button molds, which you can obtain at any store dealing in dressmaking goods, at each point, by means of small brass screws, and over each peg thus formed stretch a nipple. For larger nipples, like Hygeia, use the tops of turned wood boxes of convenient size, with a hole drilled through the middle.

For smaller sizes, like the Maw style, use large, round-headed brass screws.

The nipple can be arranged on the stock shelves in the same order as on the display board. If so desired, a small label can be put on the board in front of each nipple, giving the name of that particular style or its number, so that one can be picked from the proper box without disarranging the rest of the stock. The nipples should not be sold directly from the display board, but should be changed at frequent intervals, so as to keep them in good condition.

Advertising Value of the Registration Certificate.—

"In every drug store there is supposed to hang a certificate of registration, and very often you will see a customer look for it 'to see who is the registered man,' said J. B. Sand at the 1914 meeting of the Tennessee Pharmaceutical Association.

"In a city store it usually makes no difference to the customer who fills his prescriptions, as these stores generally have only registered men to do that kind of work. But in a suburban or country-town store where an apprentice helps to fill prescriptions, you will often see a customer come in and inquire for the proprietor, and ask him to put up the prescriptions. He is probably afraid of the clerk.

"But if the clerk is registered and has his diploma and registration certificate on display so that the customer may know he is competent, the customer is likely to have confidence in him at once.

"Diplomas and certificates of registration add dignity and confidence to any drug store, and if you happen to be registered in more than one State it will pay to have all your certificates framed and hung in a conspicuous place. It gives your customers added confidence, and confidence once gained and held is one of the best advertisements that you can have.

"The cost of frames and the space used to display certificates is very cheap compared with the benefits to be derived.

"In a doctor's office there is usually found his diploma and registration certificate, and often post-graduate and hospital work certificates. Why does he hang up these things? To show the people who he is and gain their confidence.

"It takes advertising to get business, and when you can get advertising for so little cost it pays to go after it."

He Sells Prescription Blanks to Physicians.—

In response to a request published in the July BULLETIN, asking for specimens of "form" letters sent to physicians, Victor E. Hanna, of Dublin, Ireland, has supplied us with the following:

DEAR DOCTOR:

As a rule members of the medical profession do not obtain their books of prescription blanks from pharmacists, and one sometimes wonders why such is the case.

Every printer cannot turn out the special printing necessary for pharmaceutical use, and consequently many of the orders for such work are secured by those firms which make special efforts to obtain them.

It is so with prescription books. Many concerns attempt the manufacture of the books—but is the work always satisfactory, always low in price, and always really good in workmanship?

Herewith are the particulars of what seems to be an excellent type of prescription book: Each one contains 50 pages, 6½ by 4¼ inches, end-opening, in duplicate. The original copy is printed in the usual manner with any wording, perforated, and numbered if necessary; the duplicate is plain and fixed. The binding is wire stitched. The following prices include flexible, real leather

[illegible] book. I [illegible] to the proportion of [illegible] and [illegible] secured by [illegible] and [illegible] it one sheet of [illegible] carbon paper:

12	[illegible]	[illegible]	[illegible]	144 [illegible]
12 6 ($3.94)	12 7 ($2.85)	14 4 ($2.4[illegible])	9 9 $2.34	8 1) ($2.12

per dozen

Will you kindly compare these prices with what you are now being charged, and, if you are interested, please mail me the enclosed stamped post-card and you will have my sample without delay?

With my compliments,

Yours very faithfully,

VICTOR E. HANNA

The stamped and addressed post-card enclosed required simply the physician's signature to enable him to obtain a sample book.

Selling Hints for Clerks.—

In an article entitled "How Department Stores Are Training Their Clerks in Salesmanship," which appeared in a recent issue of *Printers' Ink*, the following pointers from the lessons in the training course of a Detroit store were quoted:

"Sell to the person who controls the decision when two persons are discussing the same purchase.

"Introduce goods that belong to a complete line of similar things so more than one article may be sold.

"Show two or three articles in rapid succession rather than showing one and waiting until it is decided upon.

"Immediately stop showing other goods when the customer has found something that pleases.

"Avoid any semblance of forcing goods, but do everything possible to help the customer in buying.

"Never argue with a customer."

While the foregoing suggestions were intended primarily for the instruction of department-store clerks, they are equally serviceable to drug clerks.

Use the Name Employed By the Customer.—

There is an unconscious practice among pharmacists, which if given thought would be discontinued, as it often proves misleading to customers and leaves them pondering as to whether or not you understood what they asked for. This practice, according to the statement of Robert W. Terry in the *Midland Druggist*, is the one of labeling medicines by another name than that which the customer uses, viz.: boric acid for boracic acid; ammonium carbonate for baking ammonia; copper sulphate for blue vitriol, and yellow root for yellow puccoon.

A little care and thought exercised along this line may some time save a customer a trip back to the store with the question, "Why did I receive copper sulphate for blue vitriol?"

A Convenience to Customers.—

In one progressive store, the *Twin City Commercial Bulletin* explains, a small space is reserved on the top of one of the show-cases for blank checks on all the banks in the city. Pens and ink are also provided.

Customers who have left their check books at home take advantage of the accommodation and the service brings other persons into the store. Attractive displays are prominently placed where they must be seen by the check users, and this results in additional sales. The fact that they are writing a check may also be a reminder to some that they should settle their account with the store, if it is due.

CAPSULES OF SCIENCE

Prepared by PROF. W. L. SCOVILLE.

Odds and Ends.—

Glucose, salicylates, bile and calomel are found to produce cholagogue effects, and glucose is said to be the most effective of the four in this regard. Rhubarb, castor oil and podophyllum have no cholagogue effects.

Two principles have been separated from the *corpus luteum*—one called "luteolipoid," which shortens the coagulation-time of the blood, and the other called "lipamin," which lengthens it. These substances are thought to have an important function in menstruation.

Fœnugreek seeds are very rich in lecithin and albumin and are highly nutritious. As they occur in commerce they have a bitter taste and an unpleasant odor, but if the fresh seeds are sterilized in hot alcohol vapor they can then be dried without developing the unpleasant qualities. Patients fed on seeds so prepared showed a very marked and rapid increase in weight.

The gaseous effusions from decaying and putrid matters have been found to cause death in animals which had been continually exposed to them, and that without any direct germ contact. Seven changes were found in some vital organs, and the virulence of the intestinal bacteria was greatly increased. There's a lot in good air aside from bacteria.

The addition of skim-milk, casein, albumins, gliadin or glutenin to soaps reduces the alkaline reaction, increases the lathering property, and forms a basis for medication. Such soaps are being introduced.

Very weak solutions of phenol are said to be rendered less toxic by the addition of salt.

Pure calcium carbide reacts with moisture in the atmosphere so violently that the acetylene generated is ignited by the heat of reaction.

In 1914 the United States imported $15,000,000 worth of potassium salts. Now we are developing the manufacture of them from felspar and kelp.

One part of aspirin in 500 of water is entirely decomposed in 100 days. The presence of mineral acids hastens decomposition, but some organic acids hinder it.

Albumin is coagulated by heat, violent agitation, or pressure. For the latter 7000 atmospheres is necessary.

The porcupine is remarkably resistent to poisoning by cantharidin—much more than most animals.

Doses of hexamethylenamine of 7 grains 3 times a day never yield more than a 1-to-5000 solution of formaldehyde, which is the minimum required to kill the coli bacillus.

Unfamiliar Specimens.—

Some unfamiliar drugs are now official in the British Pharmacopœia, such as alatonia, agropyrum (or couch-grass), butia (or Bengal kino), cinbelia, spomœa (or Mexican scammony root), ispaghula, kaladana, Oliver's bark (or black sassafras), picrorhiza, sappan, and urginea (or Indian squill). There are two varieties of catechu official under separate titles, the pale and the black; two of podophyllum, the peltatum and the emodi; and two of valerian, the European and the Indian.

Colloids.—

The display of colors in the sky at sunset is due to colloidal particles of dust and moisture in the atmosphere; the color of blue rock salt is due to colloidal sodium; sapphire and amethyst are solid colloidal solutions; opal is colloidal silicic acid; and war is colloidal thinking.

Phenolomous.—

Phenol combines with calcium hydroxide much as water does in combining with salts to form crystals; the phenol does not displace the hydroxyl and unite with the calcium to form a true carbolate, but unites with the whole molecule and is easily driven out by heat, leaving the hydroxide.

Nature's Breakfast Food.—

C. B. Davis finds a new enzyme in malt which changes hemicellulose into gelatinized starch at a temperature of 80° C., and suggests a new way to use malt in the preparation of breakfast foods and fermented liquors, which is more economical in operation and causes larger yields than old methods.

Water Plus.—

Radioactivity has much to do with the medicinal power of natural springs. In general it is found that cold springs and deep wells are more active than hot springs, and that the presence of considerable amounts of salts in the waters usually means less radium effects than the purer waters. These results are general only.

A Chemical Chameleon.—

Diphenantholamine is a substance which changes its color in benzene solution with the amount of light to which it is exposed. After one to two days' exposure to diffused daylight it becomes rose-red. Half a minute of exposure to direct sunlight changes this to lemon-yellow, and on removal to shade the rose color reappears. This change can be made at will unless the solution is exposed too long to sunlight, then it remains yellow permanently.

Phenol Poisoning.—

Experiments at Johns Hopkins University on phenol poisoning show that the best method of treatment is to wash out the stomach with a strong sodium sulphate solution. Recovery is favored when food was present in the stomach at the time the phenol was swallowed. Administration of alcohol aggravated the symptoms and hastened death, though an animal which is intoxicated by alcohol withstands phenol better than a normal alcohol. But *alcohol should never be administered as an antidote to phenol poisoning.*

Progress (?).—

The new British Pharmacopœia has no alkaloidal standard for belladonna root, hyoscyamus, or hydrastis, but gives an assay process and an alkaloidal standard for the fluidextracts of these drugs. It directs tinctures of hydrastis and nux vomica to be made from the standardized fluidextracts. Cantharides has been dropped and cantharidin has taken its place. The collodion plaster, blistering liquid, tincture vinegar, and ointment are now all made from cantharidin. Tincture of cannabis indica is made by dissolving extract of cannabis in alcohol.

QUERIES

Information is given in this department under the following conditions only: (1) No queries are answered by mail; (2) queries must reach us before the 15th of the month to be answered in the BULLETIN *of the month following; (3) inquirers must in every instance be regular subscribers; and (4) names and addresses must be affixed to all communications.*

Black Hair Dye.

J. B. R. says: "I would like a formula for an instantaneous black hair dye that can be applied without coloring the hands or head and that will not fall off after drying."

The silver hair dyes are harmless and quick in action. Here is a two-bottle preparation that is found in a reliable book:

NO. 1 BOTTLE.

Pyrogallic acid	½ drachm.
Sodium metasulphite	10 grains.
Water to make	2 ounces.

NO. 2 BOTTLE.

Silver nitrate	1 scruple.
Stronger ammonia water, a sufficient quantity.	
Water to make	2 ounces.

Dissolve the nitrate in ½ ounce of water, add ammonia until the precipitate is redissolved, and make up to 2 ounces with water.

Two-bottle hair dyes are put up in cases to hold a 1-ounce (No. 1) and a 2-ounce (No. 2), or proportionately larger bottles, with two short-handled toothbrushes of black and white bristles. The directions for use are as follows:

Cleanse the hair from all grease by washing it with warm water having a little washing-soda dissolved in it, and dry with a towel. Next pour a little of fluid No. 1 into a saucer and apply with the white-haired brush; immediately afterwards use No. 2 in the same way with the black brush, avoiding as much as possible touching the skin. Wipe the parts around the hair receiving the dye with a damp sponge, and do not wash or grease the hair for several hours after its application. It is preferable to apply the dye at night.

The more silver there is in the preparation, the darker the dye is. Five grains of nitrate to the ounce is the proportion for brown dye.

Cleaning a Cement Floor.

R. G. B. says: "In my store I have a cement floor of a reddish color. It can be cleaned several times a day and still not appear clean. I would like to know if there is any way in which I can treat it so as to get rid of the dirty appearance."

Painting the floor is probably the easiest way in which to give it a clean appearance. However, several methods are found in the literature that have been used to treat cement floors in order to improve their appearance. Among them are:

1. Washing the floor with dilute acid. This brightens the floor temporarily, but its continued use is not to be advocated as the acid of course destroys the lime in the cement.

2. Washing with ammonia water or a solution of caustic lye.

3. Applying an oily coating. One preparation that is suggested is a mixture of one part of yellow wax in two parts of oil of turpentine. The two are melted together, applied in a thin coat to the floor, and rubbed thoroughly. Swedish wood tar made into a flowing consistency with a little oil of turpentine, and put on hot, has been found to work well. The floor may be further improved by applying a second coat in which a little beeswax has been incorporated.

Masking the Taste of Epsom Salt.

"Edmund" writes: Kindly insert a formula for masking the taste of Epsom salt in saturated solution.

It is practically out of the question to cover up the saline taste in a saturated solution of Epsom salt. In slightly less concentrated solution however the following is claimed to be quite effective:

Epsom salt	½ pound.
Saccharin	12 grains.
Extract of vanilla	1 ounce.
Glycerin	2 ounces.
Water	enough to make 1 pint.

Use carmine to color and filter.

It is said that 15 grains of citric acid to each ounce of the salt in solution renders the taste of the latter less objectionable, especially if the draught be taken when it is at a temperature of about 40° F.

Here is another formula:

Magnesium sulphate	1 ounce.
Solution of saccharin	1 drachm.
Oil of peppermint	2 drops.
Oil of anise	2 drops.
Water	enough to make 2 ounces.

The effervescent solution of magnesium sulphate of the National Formulary is perhaps the most palatable form in which the salt can be administered.

Elixir Iron, Quinine and Strychnine Phosphates.

J. L. W. writes: "Please publish a formula for elixir of iron, quinine and strychnine containing the phosphate salts of the three active ingredients."

In a previous issue of the BULLETIN there was printed a formula for the elixir submitted by A. P. Spero, of Brooklyn, N. Y. To quote:

"If instructions are followed to the letter, the result will be a beautiful dark olive-green color, and in addition an absolutely permanent preparation. Each teaspoonful will contain about 2 grains of phosphate of iron, ½ grain phosphate of quinine, and 1/64 grain of phosphate of strychnine. The formula:

Ferric phosphate, soluble	4 apothecary ounces.
Quinine phosphate	1 apothecary ounce.
Strychnine phosphate	16 grains.
Pot. citrate	½ ounce.
Spirit of orange, comp.	1 fluidrachm.
Alcohol	2 pints.
Syrup	4 pints.
Water, q. s. ad	1 gallon.

Mix as follows: Dissolve the phosphate of iron in about a pint of hot water, and to cool add the remainder of the water. To this solution add the syrup. Next dissolve the phosphate of quinine and the phosphate of strychnine in alcohol, adding the compound spirit of orange. Mix the two solutions, add the

citrate of potash and soda. Add ½ ounce of kaolin and filter through well-wetted paper.

"This preparation will always be uniform in color, odor, and strength. And it's easy to make."

Color and Perfume for a Hand Lotion.

E. S. writes: "What will give a greenish tint to a hand lotion containing spirit of camphor, whisky, and ammonia water? Also tell me of a suitable perfuming agent."

A permanent green color can be imparted by adding bichromate of potash until a yellow color is evident and then adding copper sulphate until a green shade is produced. But comparatively small amounts of the two salts are required, and they should be added slowly and carefully to avoid excess.

The question of a suitable perfume is largely a matter to be determined by experiment. An agent that is not affected by the ammonia water should be employed. We suggest that you experiment with santal oil, oil of geranium, oil of snakeroot, or terpineol, and adopt the one that pleases you best.

Lubricating Jelly and Perfume for Smelling Salts

H. M. M. writes: "Please publish a formula for a glycerinated lubricating jelly such as is used in obstetrical practice and which can be put into collapsible tubes. I would also like a formula for essence of lavender suitable for use in smelling salts."

A glycerinated lubricating jelly can be made according to the following formula:

Powdered tragacanth	2 drachms
Boric acid	2 drachms
Glycerin	4 fluidounces.
Water, q. s. ad	1 pound.

Triturate the tragacanth with the glycerin in a mortar. Then add the water in which the boric acid has previously been dissolved, and continue the trituration until a homogeneous paste results. Any desirable perfume may be added.

The simplest way in which to make lavender essence for smelling salts is to add one part of oil of lavender to 16 parts of spirit of ammonia. If spirit of ammonia is not easily available, use in place of it a mixture of one part stronger ammonia water with three parts of grain alcohol.

Disinfectant for Moving Picture Theaters

B. E. O. says: "The local moving picture theaters are using a liquid preparation for disinfecting purposes and are paying $8.00 a gallon for it. The preparation seems to contain quite an amount of alcohol. Can you suggest a similar but cheaper preparation?"

A New England druggist sells the following to theaters in his town:

Thymol	1 ounce.
Oil of eucalyptus	4 fluidounces.
Oil of lavender	4 fluidounces.
Alcohol	100 fluidounces.
Water, q. s. ad	1 gallon.

Dissolve the thymol and the oils in the alcohol, add enough water to make one gallon, and filter if necessary.

The manufacturing cost is stated to be between $5.00 and $6.00 a gallon. By substituting, for the thymol, lavender, and eucalyptus, some of the aromatic oils related to turpentine, and which possess deodorant and disinfectant properties, the cost of the preparation could be lessened materially.

A Fountain Drink

The G.-H. Drug Co. says: "We want to put out at the fountain a 'snappy' drink made from fountain materials. We have bitters and Jamaica ginger which we would like to use in the preparation of the drink. Can you suggest a formula?"

The following formula for "bitter gingered phosphate" is found in the literature:

Acid phosphate	½ teaspoonful.
Bitters	1 teaspoonful.
Lemon syrup	½ fluidounce.
Ginger syrup (from Jamaica ginger)	½ fluidounce.

Mix. Serve in phosphate glass, adding carbonated water.

Hair-curling Liquid

W. H. H. asks: "Can you print a formula for a hair-curling liquid together with directions for use?"

The following has been recommended for keeping the hair in curl:

Gum arabic	1 ounce avoirdupois.
Sugar	1 ounce avoirdupois.
Boric acid	½ ounce avoirdupois.
Rose water	15 fluidounces.

Mix and dissolve.

To use, wet the hair with the mixture and roll on papers, let dry, unroll, and form into ringlets.

We are not familiar with the composition of the proprietary cough mixture you mention and consequently cannot supply you with the formula desired.

To Clean Formaldehyde Containers.

S. & Son write: "Can you suggest a practical method for cleaning kegs or jugs that have had formaldehyde in them, in order that they may be used as vinegar or pickle containers?"

First rinse the kegs or jugs with cold water, then with weak ammonia water, and finally with clear water again. Use plenty of water so that the formaldehyde will be washed out completely.

X. Y. Z.—We are not familiar with the composition of the proprietary oil you mention.

BOOKS

"Glycerine: Its Production, Uses and Examination" is the title of a work translated from the German of S. W. Koppe and intended for the use of chemists, perfumers, soapmakers, pharmacists, and explosives technologists. Scott, Greenwood & Son, London, England, are the publishers. The book, containing 260 pages and 7 illustrations, may be obtained from the American distributors, the D. Van Nostrand Company, 25 Park Place, New York City. The price of the volume is $3.00, net.

THE SCRAP BOOK.

Use the "Star Quizzer" and pass any State examination. It covers the questions and answers of State pharmacy examinations. The revised edition conforming to the new U. S. P. will be sent postpaid for $1.25. Address Stevens & Mallory, Ada, Ohio. *Adv.*

But He Continues to Be a Pharmacist.—Harry Sinclair, the multimillionaire owner of the Newark Federal League baseball franchise, is a druggist, and admits it. He spent two years in a college of pharmacy, that he might continue the business of his father at Independence, Kan. The death of his father left him an estate which increased for a time, but was lost in speculation. After a year on the road for a drug company he forsook the hard routine for a more adventurous occupation. In those days rural Kansas yearned for the thrills of high finance. They could not support a brokerage establishment, but they could support its vulgar diminutive, a "Bucket Shop," which Sinclair chose to supply. A year and a half on the ragged edge and finance added a few dollars to his slender hoard. But the magic word of oil was a natural magnet to his adventurous spirit. One lucky shoestring lease gave him his start in the firm of White & Sinclair, which controls $12,000,000 of oil property in Oklahoma alone. But he continues to be a pharmacist.—*The Spatula.*

Particular attention is called to Chas. Pfizer & Co.'s brand of Rochelle Salt as maintaining a strict U. S. P. standard. Their Seidlitz Mixture, also, is considered by the most careful compounders of Seidlitz Powders to be a most desirable article to use, owing to its uniformity of whiteness and dryness.—*Adv.*

An artist and his wife were entertaining some friends to tea in the studio. The host's picture, which had recently been "hung," was the topic of conversation. Said one lady:

"Mr. Vandike, yours was the only picture I looked at in the exhibition."

Vandike bowed and smiled delightedly.

"Believe me, madam," he said, "I appreciate the honor."

But she gave a little start of perplexity.

"Honor?" she said. "The others, you know, were so surrounded by the crowd."—*Tit-Bits.*

"I hear that this town is going dry next spring," remarked a gossip to a theater manager.

"I wish it would."

"Why? Have you become a temperance crank?"

"No. But it would mean about 30 more vacant stores for me to hang window posters in."—*The Billboard.*

"Safe and Sane"—

Safe for the party with a **sprain** or **bruise;** and surely **sane** treatment because the Doctor is sure to approve the prompt application of

Antiphlogistine
TRADE MARK

hot and **thick,** as "First Aid."

It is sane to play safe with both patients and doctors—

"There's only ONE Antiphlogistine."

The Denver Chemical Mfg. Co.
NEW YORK, U. S. A.

We can recommend the proper

PEROXIDE

for
Soap
Creams
Toothpaste
Toothpowder
Talcumpowder

Cost Increased Negligibly
Selling Power Increased Enormously

For Prices, Formulas, etc., Inquire
THE ROESSLER & HASSLACHER CHEMICAL CO.
100 William St., New York City

HOSTETTER'S STOMACH BITTERS

IS ADVERTISED EVERYWHERE AND ALL THE TIME.

YOUR CUSTOMERS KNOW IT IS

THE BEST TONIC AND STOMACH REMEDY

THEY WILL BUY IT IF YOU GIVE THEM AN OPPORTUNITY.

Order a good supply from your jobber to-day and then write us for attractive store displays, novelty cards and beautifully illustrated booklets.

THE HOSTETTER COMPANY,

59 and 60 Water Street, - - PITTSBURGH, PA.

An extra discount of 5 per cent is yours if you order Ripans Tabules in gross lots of the five-cent size, or in $6 lots, assorted, of the 5-, 25- and 60-cent packages.

Your jobber sells Ripans and will allow you the 5-per-cent discount.

"Have you learned anything in the way of business during your four years' loaf at college?" demanded the pater.

"Sure," said Reginald. "I can write the dandiest line of dunning letters you ever saw."

"Humph!" ejaculated the pater. "Who taught you that?"

"My creditors," said Reginald.—*Life.*

Do you want to run your store intelligently? Then send for a copy of Harry B. Mason's new book entitled "The Druggist and His Profits." This book shows how to analyze your business in such fashion that you will know exactly what profits you are making, and it then goes on and tells you how to bolster up your earnings in every department of the store.

This book has a greater value to every retail druggist than any book ever written for pharmacists. No man in business can afford to be without it. It will be sent for $1.00 post-paid by E. G. Swift, Publisher, Detroit, Mich.

"Made in 25 different flavors, and each flavor closely resembling that of the natural fruit."

Such is the recommendation given Robertson's Fruit Tablets by satisfied dealers and consumers from different parts of the country.

Robertson Fruit Tablets, in 5-pound glass jars, are trade attracters that are proving ready sellers everywhere. A postal card, addressed to the Robertson-Bradshaw Co., New York City, will bring you descriptive literature and prices.

Bud was explaining to his mother about a mishap at a party, in which he was the victim, and he said:

"Gee, I felt rotten."

"That is not nice language, Bud," expostulated the mother.

"Well, I was mortified, wasn't I?"—*Builders' Gazette.*

In devising a formula for a peroxide soap, cream, or powder, it is sometimes difficult to secure one that will contain hydrogen peroxide in available form.

If you are confronted by this difficulty ask the Roessler & Hasslacher Chemical Company, 100 William Street, New York City, to quote prices and to recommend the proper peroxide for your use.

Roessler & Hasslacher peroxides increase the selling power of your product without materially increasing its cost.

"Fortunes are made from 10c. Sales."

A great retail merchant has said: "Fortunes are made from 10c. sales."

Diamond Dyes

sell at 10c. a package. Push them and let the volume of sales make many dollars for you.

WELLS & RICHARDSON COMPANY

BURLINGTON, VERMONT

And 200 Mountain Street, MONTREAL, CANADA

PARTICULARLY gratifying to the druggist who is desirous of increasing his fountain profits is the recent announcement of the new selling plan of the Liquid Carbonic Company, Chicago.

"Liquid" fruits and syrups for fountain use are now obtainable at a price reduction of 20 per cent. Quality, strength and flavor are all guaranteed and the reduced price is effective whether the goods are bought by the single jar or by the dozen.

There is no need to tie up a lot of money in a season's supply, nor is there any danger of overstocking on any one fruit, for the new plan permits fruits and syrups to be purchased as they are needed.

If you wish to take advantage of the 20 per cent "Liquid" price reductions send to-day for the new price list, and then order supplies as you need them through your jobber or from the nearest "Liquid" branch.

"DID your late employer give you a testimonial?"

"Yes, but it didn't seem to do me any good."

"What did he say?"

"He said I was one of the best men the firm ever turned out."—*Eastern Drug Market.*

WIDELY advertised to physicians—Liquid Petrolatum, Merck.

You will have calls for it. Is your stock sufficient to supply them?

THE delegates from the Michigan State Pharmaceutical Association to the N. A. R. D. convention at Minneapolis were D. D. Alton, Fremont, and C. H. Jongejan, Grand Rapids. Delegates from the Detroit local association were Chas. F. Mann, John H. Webster, Roy E. Bodimer, and J. G. Hackney.

CONSISTENT advertising keeps Benger's Food, for infants, invalids and aged persons, constantly before the medical profession.

To benefit from this advertising ask Benger's Food, Ltd., 92 William Street, New York, for literature, show-cards and other advertising matter.

"IF you had to work—jest nacherly had to," queried Seldum Fedd, who was a great hand to cogitate, "what kind of a job would you choose?"

"Bein' janitor in an air castle," replied Soiled Spooner, a prominent volunteer in the great army of the unemployed.—*Judge.*

GLYCOTHYMOLINE—three sizes—three prices. The one-pound package sells for $1.00, the six-ounce (sprinkler top) bottle sells for 50 cents, and three-ounce size for 25 cents.

Glycothymoline is sold by jobbers and by the Kress & Owen Company, 361-363 Pearl Street, New York City.

AMERICAN CANS

Good containers are a necessity, not a convenience.

Indifferent containers are like inferior machinery—they may give satisfaction for a time, but appreciating possible fault or questionable service, it is a case of worry until the expected happens, bringing with it the probability of loss in prestige to say nothing of the pecuniary loss involved.

The best of cans coupled with prompt service is a necessity to the successful operation of every drug and specialty business.

AMERICAN CAN COMPANY,

Chicago NEW YORK San Francisco

Hamilton, Ont.

WITH OFFICES IN ALL LARGE CITIES.

A NEW DELIVERY VEHICLE. The accompanying photograph shows a unique quick delivery service employed by G. L. Alexander, a druggist of Terre Haute, Ind. It consists of an ordinary bicycle with a Smith Motor Wheel attached, which transforms the old time "bike"

into a very simple and economically operated motorcycle.

The Smith Motor Wheel can be attached to any bicycle by any one in a few minutes and as quickly detached. It consists of a steel traction wheel fitted with a motor of special design that will propel a bicycle from four to twenty miles per hour according to the regulation of the rider.

The engine is operated and controlled by a thumb lever fastened to the handle bar of the bicycle. No pedaling is done by the rider, except the few revolutions required in starting the motor. It is the most economically operated gasoline vehicle in existence, making 100 miles and over on one gallon of fuel.

Naturally, on account of its novelty, the Smith Motor Wheel attracts a great deal of attention, and consequently Mr. Alexander obtains good advertising value from it, besides pleasing his customers with exceptionally prompt delivery. The motor wheel and the telephone should certainly prove a money-making combination for any druggist.

The Smith Motor Wheel is made by the A. O. Smith Company, Milwaukee, Wis., the largest manufacturers of automobile parts in the world. The company has recently issued a very handsome and profusely illustrated booklet entitled, "Motor-Wheeling," which, in picture and text, fully explains the motor wheel. This will be sent free to any reader mentioning THE BULLETIN OF PHARMACY.

A SOUTHERN congressman was in New York on an allowance of twenty dollars a day. A friend found him living in a fine hotel, and said: "Well, John, pretty big snap for you up here, isn't it, with twenty dollars per diem allowance?"

"Forget it," was the answer. "In this town a per diem per day isn't worth a per noctem per night."—*Everybody's.*

Get the Olive Oil Business this Fall and Winter!

Olive Oil should be one of your very best Fall and Winter lines, and it will be if you secure the profitable exclusive agency which we offer to only one druggist in each locality. We will send letters and convincing advertising matter direct to your customers which will create a demand and sell olive oil for you.

McILVAINE'S FINEST CREAM LUCCA OLIVE OIL

comes from the famous Lucca district and is the highest grade Olive Oil that comes to this market. We have imported it for thirty-five years and we fully guarantee its superiority, unequalled quality and purity.

If you want to make your Olive Oil business what it should be in the way of profits and sales, don't fail to write us at once for our exclusive agency proposition. The cold weather will soon be here. Get ready for the demand.

McILVAINE BROTHERS

Established 1844 — Drug Importers and Millers — Established 1844

1500 Hamilton St., PHILADELPHIA

FOR YOUR PROTECTION.—Ergoapiol (Smith) capsules bear on the inside of each capsule the letters M. H. S. These letters are not visible from the outside, but are plainly discernible in the gelatin when the capsule is cut in half through the seam.

By marking Ergoapiol (Smith) in this way the manufacturers, The Martin H. Smith Co., New York City, are enabled to protect the patient, physician and druggist from having a spurious and fraudulent product foisted upon them. The identification of true Ergoapiol capsules is easy, yet the intact capsules show no mark that might be objectionable to the physician.

Ergoapiol (Smith) has been manufactured with this patented, protective mark for the past two years, but announcement of the fact has been withheld until recently so that druggists have had reasonable and ample time to dispense any old-style capsules that might have been in stock.

Physicians are now being fully informed regarding the protective mark and easy method of identification.

"How many children have you?" asked the reporter.

"One, a daughter," proudly replied the statesman.

"But I heard you had three," protested the man of letters.

"Oh, two of them are twins and they're paired, you know," explained the representative of the people.—*Philadelphia Ledger.*

ALKALOL in eight ounce bottles costs $4.00 a dozen and in full-pint containers $6.75 for the twelve bottles.

At your jobbers or from the Alkalol Company, Taunton, Mass.

SKINNUM. "I want to interest you in a mining proposition. It's a good thing."

Fluiddub. "Perhaps it is; but I'm not."—*Judge.*

UNDER the specification "Means and Methods of Advertising" the superior jury of the Panama-Pacific International Exposition has awarded a silver medal, the highest honor conferred, to the Sperry & Hutchinson Company and the Hamilton Corporation.

S. & H. Green Trading Stamps have been in use for the past 18 years, and their popularity may be judged from the statements of the company that over ten million customers of retail establishments in various lines are collecting them and that the redemption for the year of 1914 amounted to over 90 per cent of the stamps issued.

"The Business Builder" is the title of a booklet, issued by the Sperry & Hutchinson Company, which gives a comprehensive outline of the "Sperry" system of advertising service. A copy of it, together with one of the October number of the *Sperry Magazine*, a national monthly that reaches the woman-who-buys, will be sent to you upon request. The company's address is 2 West 45th Street, New York City.

LITHOGRAPHED CANS
Should be considered as a selling factor rather than an additional expense
We offer the above attractive line of National Rubber Packages as proof
that LITHOGRAPHED Cans arouse interest, and hold attention of
Consumer, PROMOTING SALES and discouraging substitution.
KEEP YOUR PRODUCT MOVING—USE LITHOGRAPHED CANS—
NATIONAL CAN COMPANY
Independent Manufacturers
DETROIT, MICH.

HAVE you read the special half-price and free-trial offer of the McGraw Account Register Co. in this issue of the BULLETIN?

Turn to the second inside cover and read the announcement. The McGraw Account Register is pleasing dealers all over the country.

A letter to the manufacturers from L. B. Mendel, a merchant of Burkett, Ind., written September 20, says:

"We have been using the old method of bookkeeping for 25 years, which cost us $2.00 per day. Then our accounts were never satisfactory to our customers. Many of the customers would let the accounts run from six months to as long as we would let them go, and when we asked for settlement they would often get mad, causing us to lose their business. The McGraw Account Register, we find, makes friends with the people who run accounts, and best of all it is a collector. People will not run nearly as large accounts when they can see each time they leave the store just how much they owe. Then when the store door closes the books are all posted. I can tell the total indebtedness of my book accounts in one-half hour."

DOCTOR to Assistant: "That's an odd thing I have just done."

Assistant: "What is that, doctor?"

Doctor: "In signing this death certificate I put my name where the cause of death should be."—*Plain Dealer.*

FRANK NAU, a prominent Portland, Oregon, business man and proprietor of the Nau drug store, died on August 30, 1915, from uremic poisoning. He had been in poor health for some time.

"My dear," said Mr. Naybur, "you seem more eager to attend all the meetings of the needle club than to fulfill any other social obligation. What's the attraction?"

"Safety First, darling. When I'm there they can't talk about me."—*The Tattler.*

FOR an investment of only $35 the American Soda Fountain Company, 271-281 Congress Street, Boston, Mass., offers a practical, combination hot-soda outfit that is complete in every particular.

The outfit consists of an artistic and durable urn, an assortment of the necessary cups, saucers, spoons, holders, salt and pepper shakers, bowls, ladles, sugar-shells, and a supply of cocoa, beef bouillon cubes, and clam, chicken, tomato and oyster bouillons. The urn has capacity for two gallons of hot coffee or chocolate, three quarts of milk and two gallons of hot water.

A new catalogue, "Hot Soda Equipment," illustrating and describing the complete outfit offered by the company, and quoting net prices, will be sent you, free of charge, if you mention the BULLETIN OF PHARMACY.

Order it of Your Jobber

There's big profit making your own

Milk of Magnesia

You can make your own milk of magnesia—make it easily and quickly—with Mattison's "Magma" Magnesia (Calcined) *at less than five (5) cents a pint.* You know how much you've been paying for the prepared "milk"—can't you see the big profits ahead? Send 10 cents for trial package of one troy ounce.

This is the only Calcined Magnesia—there are no exceptions—which completely

Meets the U. S. P. Requirement

It becomes "colloidal" on addition of water. Mattison's "Magma" Magnesia is made under the close supervision of College of Pharmacy graduates.

Order **MATTISON'S "MAGMA" MAGNESIA (CALCINED)**

Order it of your Jobber

It will show you handsome profits. Inform your doctor patrons that you have this Magnesia in easy, ready-to-make form and watch your sales of Milk of Magnesia jump. You can save four-fifths of the money you are now paying for prepared "Magnesia Milk" by making your own with Mattison's "Magma" Magnesia (Calcined). Send us your jobber's name and we'll see that you are supplied.

KEASBEY & MATTISON COMPANY, Ambler, Pa.

Largest Manufacturers of Magnesia in the World

MISTRESS: "What delicious ice cream; how did you make it?"

Cook: "In the fireless cooker, mum."—*Health Topics.*

BILLIE BURKE THE 1916 DIAMOND DYE GIRL.—The Diamond Dye Calendar, adorned each year by the picture of some well-known American beauty, has become famous as one of the handsomest calendars ever issued by any manufacturer selling goods through drug stores.

For 1916 the Wells & Richardson Company, manufacturers of Diamond Dyes, has obtained permission from Miss Billie Burke to use her portrait on the calendar. Miss Burke is one of the most beautiful and accomplished women in America and her talent as an actress is known to all.

The picture of Miss Burke, beautifully reproduced in colors on the 1916 calendar, is the favorite of her relatives and most intimate friends. This picture has never before been given wide circulation and those who wish to know exactly how Miss Billie Burke looks to her family and her friends, will do well to obtain a copy of the calendar.

As an example of color printing, the calendar is superb. As a portrait of one of America's most beautiful, talented and popular women, it is perfect.

Druggists who sell Diamond Dyes,—and who ever heard of a drug store that did not stock those sure-profit makers?—are now sending in their orders for the 1916 Diamond Dye Girl Calendar.

One hundred (100) calendars are given with each gross of Diamond Dyes, effective on orders from September 1, 1915, to January 31, 1916. These calendars are shipped direct from the factory of Wells & Richardson Co., at Burlington, Vermont, and cannot be furnished on orders shipped later than February 15, 1916.

"SHE hasn't been out of the house for a week."

"Why, has she been ill?"

"No. But her husband presented her with an automobile and it has red upholstery. Of course she can't appear in it till she gets a lot of dresses to match the cushions."—*Atlanta Constitution*

OCTOBER 7 is the date of opening for the thirtieth annual session of the Buffalo College of Pharmacy.

Two years' study secures the degree of Graduate in Pharmacy (Ph.G.), while for the completion of three years' study is given the degree of Pharmaceutical Chemist (Phar.C.) or Analytical Chemist (A.C.). All courses include a large proportion of practical laboratory work.

An illustrated announcement and full particulars can be obtained by addressing Frank E. Lock, Secretary, 34 High Street, Buffalo, N. Y.

THE Wilmarth LINE
THE CASE WITH A CONSCIENCE

Fixtures have made us leaders in the Drug Equipment Business because—dollar for dollar—quality for quality—detail for detail—they are the druggist's best buy.

Wilmarth Fixtures for every store—every purse.
Fountain season over—why not look into it now?

Wilmarth Show Case Co., Drug Store Equipment from the single case to the store complete
1520 Jefferson Avenue, Grand Rapids, Mich.

New York, 20 West 30th St.
Chicago, 253 W. Jackson Blvd.
Chicago, Fuller-Morrison Co.
Boston, 91 Columbia St.
Pittsburgh, House Bldg.
Minneapolis, 21 N. Third St.
St. Louis, 1118 Washington Ave.
Des Moines, Shops Bldg.
Salt Lake City, 257 S. Main St.

Made In Grand Rapids

THE accompanying picture shows one of the cleverest and most bewildering show window attractions ever devised. It is called the "Motion Mystery," and it is indeed a source of wonderment to the uninitiated.

The unique contrivance consists of a black drum-

like box 13 inches high and 25 inches in diameter, the top of which is covered with a mirror 26 inches in diameter.

Now, the strange part of it is that any light article placed upon the mirror top will immediately begin to move about in a most mysterious fashion—that is, when everything has been adjusted properly.

What causes it? Well, that is fully explained in a very interesting little booklet entitled "How Can I Increase My Sales?" which will be sent to you by Reuter Electric Company, 34 East Sixth Street, Cincinnati, Ohio, if you will ask for it and mention THE BULLETIN OF PHARMACY. The booklet is well worth reading and, of course, interesting, as it explains the "Motion Mystery."

AGNES: "Marion has become an efficiency expert She goes about telling women how to live within their incomes."

Gladys: "Nothing doing here! I'm looking for someone to teach me how to live beyond mine."—*Life*.

VICTOR sectional drug outfits—rich and exclusive in design, and finished in golden oak—are carried in stock, ready for immediate shipment by the Benderscheid Mfg. Co., 2800-2826 N. Ninth Street, St. Louis, Mo.

Your saving is from 10 to 20 per cent when compared with the prices charged for similar outfits made to order.

Jobbers everywhere can supply you with Catalogue No. 14, containing photographs, specifications, and full particulars of Victor sectional outfits.

Send for a catalogue to-day.

POST CARDS–XMAS 1915–POST CARDS

Style No. 3696

The Best Designs
from
The Best Three Factories in the United States

There are always at least 50 designs. On early orders there will be 70 designs.
Cardboard of standard quality.
Color combination by skilled Lithographers.
Designs by the highest paid Artists.

Grasp the offer and send the order.

100	Assorted	for - - -	50 cents
500	"	" - - - -	$2.00
1000	"	" - - -	3.50

Our new Toy Catalogue is ready for mailing. We have an attractive Local View Card offer for 1916. Ask about it.

THE AMERICAN NEWS COMPANY,

Toy and Post Card Department. **No. 9 to 15 Park Place, NEW YORK CITY.**

"Sold by druggists" is the dominating spirit of the consumer advertising on the Whitall Tatum Co., maroon "Special" No. 2 water bottle.

In the advertising, which appears in the foremost women's magazines, special efforts are made to induce customers to buy the bottle from druggists.

The Whitall Tatum maroon "Special" is guaranteed for two years, but in actual practice outlives the guarantee in almost every case. It has an unlosable stopper, and is made from strong maroon rubber reinforced with a binding of black rubber. Its many points of merit are all brought out strongly in the extensive advertising campaign which is sending the business to drug stores.

Particulars concerning the W. T. Co. maroon "Special" No. 2 bottle, and the effective selling helps offered with it, can be obtained from any Whitall Tatum salesman or from the company at its New York, Boston, Philadelphia, or San Francisco office.

"Where are you telephoning from, dear?"

"From my office, dovey."

"No you are not. I can tell the difference between the click of a typewriter and the click of pool balls."—*Kansas City Journal.*

A Camera Department on Ten Days' Free Trial.—For only $60 the Seneca Manufacturing Company will send its regular $50 assortment of Seneca cameras, Vulcan film and Defender paper and supplies, and include with it two vest pocket Senecas, one retailing for $7.00 and the other for $8.50.

The assortment includes everything needed to enable you to carry on a successful and profitable photographic business. In addition, advertising helps that make easy sales will be supplied free of charge.

To prove for yourself just what the sale of cameras and supplies will do for your business clip and mail the coupon attached to the ad of the Seneca Manufacturing Co., 301 State Street, Rochester, N. Y., which appears on another page of this issue. It will bring to you the $60 assortment on ten days' free trial.

"Are you married, my man?" a woman asked a sailor.

"Yes, indeed, mum—married and fourteen children."

"Poor fellow, traveling about like this! And don't you ever get homesick?"

"Only when I'm home, mum."—*Fun.*

Store equipment, the kind that makes for attractive display and leads to increased sales, is illustrated in the catalogue issued by the Saginaw Show Case Co., Saginaw, Mich.

A copy of the catalogue, picturing and describing all varieties of store furniture, will be sent you, if you mention the Bulletin of Pharmacy in your request.

25% SAVING—CAPITAL STOCK INSURANCE

Cooperative—Dependable—Fire Insurance for Druggists

The saving which we make to druggists in the cost of fire insurance is not a mutual dividend or rebate. We give you strictly first-class Capital Stock (old line) protection, and make our reduction at the time you pay your premium.

SURPLUS TO POLICYHOLDERS OVER $300,000.00.
SAVED POLICYHOLDERS $50,275.88 DURING 1914.

Ask for our proposition on your store, and for our 1914 report.

LICENSED AND OPERATING IN 31 STATES. PRACTICAL DRUG ADJUSTERS IN CASE OF LOSS.

The American Druggists' Fire Insurance Co.

1215-1216 Mercantile Library Bldg., CINCINNATI, OHIO.

A QUICK-SELLING HOLIDAY NOVELTY.—Hanging on the walls in the general salesroom of the Aikin-Lambert Co., 10 Cortlandt Street, New York City, are a number of framed Certificates of Award from various international exhibits, each of which is a tribute to the supremacy of this company in the manufacture of gold pens, fountain pens, and gold and silver pencils.

Years ago the public came to recognize the fountain pen an every-day necessity, for once its mechanical perfection was established, its convenience and efficiency were never questioned. The more recent perfection of the practical types of gold and silver pencils has gained recognition for them also as factors of economy and efficiency.

Like all good things, they have been imitated, especially the so-called "Clutch Point" pencil, and the markets during the last two or three years have been flooded with cheap metal products selling even as low as 5 and 10 cents.

But, for the pleasure arising from every-day use of an instrument of real efficiency, perfection, and beauty, one has to be the owner of a well made sterling silver, gold-plated, or gold clutch point pencil with attached clip.

When compared with fountain pens, clutch pencils are easier and quicker to sell, and less troublesome to handle; furthermore, the margin of profit is liberal. These articles, as produced by the Aikin-Lambert Company, are put out in an attractive manner for display and lend greatly to the human-interest of the druggists' counters and show-cases.

The average customer of a modern drug store is easily parted from his money by the clean, alluring displays which the articles in such a stock present, and there seems to be no thing in the whole field of merchandise which more quickly arrests the attention of the customer than the beautiful Aikin-Lambert gold and silver pencils. They have come into the market to stay, just as the fountain pen did. They combine at once beauty and efficiency, and the price range, which is from 50 cents to $50, puts them within the reach of every kind of pocket-book.

In view of the approaching holiday season, and the difficulty of securing imported holiday novelties, we suggest that druggists send to the Aikin-Lambert Company and secure a catalogue illustrating the company's line of gold and silver pencils, fountain pens, thermometer cases, knives, etc.

"HAVE you ever let any other man kiss you?" he demanded, jealously.

"Never, Henry, never," she replied, demurely. "Only a few college boys."—*Life.*

SEVENTY-FIVE PER CENT is profit if you take advantage of the free deals offered on Pond's Extract Company's "Vanishing Cream."

To obtain particulars address Lamont, Corliss & Company, Dept. S, 131 Hudson Street, New York City.

Kwik-lite
THE QUALITY FLASHLIGHT

Offer the
People in Your Town
SOMETHING NEW
SOMETHING BETTER
SOMETHING THEY WILL BUY

65 Attractive Styles and Finishes

GUARANTEED BATTERIES
MAZDA LAMPS
CATALOGUE ON REQUEST

DESIGNED WITH SKILL
BUILT BY EXPERTS

THE USONA MANUFACTURING CO., INC
1 Hudson St. New York City - 309 S. Clair St. Toledo, Ohio.

ROBERT, the four-year-old son of a scientific man, had lived in the country most of his short life. One day a caller, wishing to make friends with the little fellow, took him on his knee and asked: "Are there any fairies in your woods here, Robert?"

"No," responded Robert promptly, "but there are plenty of edible fungi."—*Youth's Companion.*

WHY NOT TAKE ADVANTAGE OF PLUTO ADVERTISING?—For years the government's scientists at Washington have been turning out pamphlet after pamphlet to prove that the United States contains springs yielding medicinal waters of every sort. Not a famous spring in Europe but has had its counterpart in the United States pointed out by government's mineralogists.

The people of this country have been sending hundreds of thousands of dollars annually to Hungary for aperient waters, although there are any number of springs in the United States yielding a mildly laxative mineral water.

Among these American springs we refer particularly to French Lick Springs, the home of Pluto Water. Physicians have long recognized the efficiency of this native mineral water in the treatment of gastro-intestinal disturbances aggravated by summer heat.

The most improved apparatus is used throughout the bottling plant, and every known sanitary precaution is taken to insure the purity of this famous water.

An extensive campaign for advertising Pluto Water has been conducted for some time in drug journals, theatre programmes, bill boards, street cars, and in the leading medical journals.

Why not supplement the demand thus created by regularly using the attractive counter and window displays freely furnished upon request? Write to-day to the French Lick Springs Hotel Company, French Lick, Indiana, which concern will promptly forward you, prepaid, a trade-compelling outfit.

FROST: "It cost me seventy-five dollars for the week-end."

SNOW: "Entertaining friends, weren't you?"

FROST: "Great Scott, no Being entertained."—*Tit-Bits.*

"THE DRUGGIST AND HIS PROFITS" is the title of a new book recently written by Harry B. Mason, managing editor of the BULLETIN OF PHARMACY. The well-known dean of a large college of pharmacy, formerly in the retail drug business, at once declared on reading the book: "If I had had that book 20 years ago, I would be worth a lot more than I am to-day." The first druggist to buy a copy at once wrote back: "I think Mr. Mason has compiled in this book the strongest points that I have ever read."

The volume will be sent post-paid for $1.00 by E. G. Swift, Publisher, Detroit, Mich.

A Decree and PERPETUAL Injunction

Was issued July 21st, 1915, by
the District Court of the United States for the Southern District of New York

against an Infringer of these Trade Marks:

REG. IN U. S. PAT. OFFICE
No. 66108

REGISTERED IN U. S. PATENT OFFICE
No. 51356

REG. IN U. S. PATENT OFFICE
No. 66108

(EXTRACT FROM THE DECREE)

AND IT IS FURTHER ORDERED, ADJUDGED AND DECREED, that **A PERPETUAL INJUNCTION** be issued in this cause, against the said defendant, James W. Gedney, restraining and perpetually enjoining him, his servants, agents, clerks and workmen, and all persons claiming or holding under or through him, from manufacturing, or using, or selling, or in any way disposing of filled Capsules or medicines having stamped thereon, or affixed, or connected therewith, or with the boxes, packages or wrappers used in connection with the sale of the same, the words and characters "Gedney's C & C (Black) Capsules," or any other imitation or simulation of the complainant's (H. ROLFF PLANTEN—H. PLANTEN & SON) trade-marks C & C and C & C or BLACK, and from advertising or selling the said capsules and medicine to the public or the consumer under such designation, or from in any other manner using, imitating or infringing the complainant's trade-marks. . . . . .

More detoiled extract on request.

WE CAUTION THE TRADE AGAINST HANDLING GOODS SOLD UNDER ANY COLORABLE IMITATION OF OUR TRADE MARKS.

H. PLANTEN & SON, "The Pioneer American Capsule House" Founded in New York in 1836. **Brooklyn, N. Y.**

For the 1915 Christmas season the American News Company announces an exceptionally attractive line of holiday post-cards, embracing the best designs from three of the leading factories in the United States.

The cards are designed by high-salaried artists and the color combinations worked out by skilled lithographers. On early orders there will be 70 designs to pick from, while at least 50 designs will be offered at all times.

In lots of 100, assorted, the cards cost 50 cents; in 500 lots the price is $2.00, and for $3.50 one thousand cards can be secured.

Grasp this excellent offer now, while the large assortment is still available, by sending your order to the American News Company, Toy and Post-card Department, 9 to 15 Park Place, New York City. Also ask for the new toy catalogue, which shows a number of money-making novelties.

"It's a beautiful day."

"Yes," replied O. U. Grouitsch, the noted pessimist, "but unseasonable for this time of the year."—*Baltimore American.*

The Yesbera Manufacturing Company, 2288-2298 Albion St., Toledo, Ohio, has recently issued a folder, describing folding-door telephone booths, which is of interest to druggists.

The booth, particularly suited for drug-store use, embodies many improvements not to be found in old style telephone booths. It is sound-proof, and takes up but little floor space. The ventilation is excellent and the sanitary metal lining is in accordance with modern hygienic ideas. A patented device controlled by the Yesbera Company makes the operation of the folding-door mechanism well-nigh perfect. There is no chance for the booth user to catch fingers or wearing apparel in the door.

If you contemplate having the local telephone company install a booth in your store, you should first have a copy of the folder describing and illustrating Yesbera folding-door booths. A postal card addressed to the company, and mentioning the Bulletin, will get one for you.

"Did Alice take her husband's failure in the right spirit?"

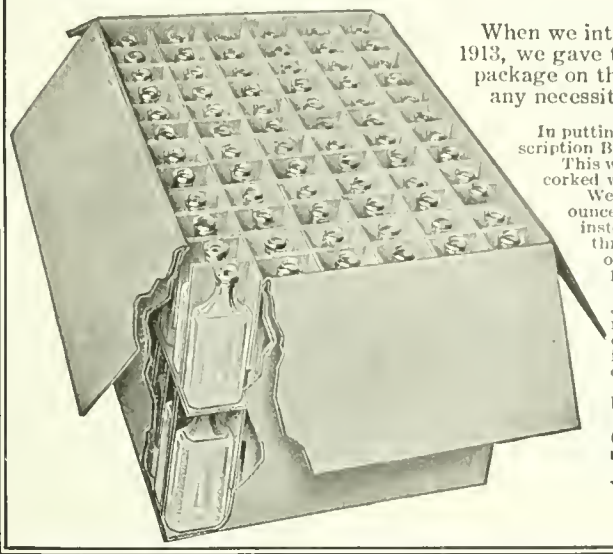
"Oh, yes. Just as soon as she knew he was going under, she went out and bought her entire summer outfit on credit."—*Boston Transcript.*

Don't forget that Eckman's Alterative is now obtainable in two sizes. The new-size package sells for a dollar a bottle and costs $8.00 a dozen. The regular $2.00 package costs $16.00 for the twelve bottles.

All jobbers carry Eckman's, and to help you dispose of it the Eckman Mfg. Co., Philadelphia, Pa., will furnish attractive literature on request.

Machine Made Prescription Bottles in the "GOODSKILL" Package

will revolutionize bottle buying in the drug trade!



When we introduced our Perfect Pakt Prescription bottles in 1913, we gave the druggist the most complete and best medicine package on the market; in fact, many said much better than any necessity called for.

In putting out our new "Goodskill" package of Machine Made Prescription Bottles, we are adopting the same policy of quality.

This ware will be washed and sterilized, and for those who want corked ware, it will be corked.

We want you to note the package. Instead of five gross of half-ounce, one gross; instead of five gross of one ounce, one gross; instead of three gross of two ounces, one gross; and so on through the sizes. Note the list: ½, 1, 2, 3 and 4 oz., packed one gross to the box; 6 and 8 oz., ⅓ gross to the box; 12 and 16 oz., ½ gross to the box; 32 oz., 1/6 gross to the box.

The boxes are of Double Face Corrugated Reshipping Jute, each bottle packed so that it has an individual cell and meets the railroad companies' requirements for shipping case. Breakage is eliminated and you don't load up with a lot of undesirable sizes; you only have a very small quantity open at one time.

If you are interested in this package of Machine-made bottles, send us an order with the name of your jobber.

SKILLEN-GOODIN GLASS CO.,

YORKTOWN (Suburb of Muncie), IND., U. S. A.

Manufacturers of Flint Bottles since 1897.

MARION CULVER, a druggist of Auburn, N. Y., died recently in his home city, at the age of 57 years. Mr. Culver was one of the proprietors of the Chas. H. Sagar Co., wholesale and retail druggists of Auburn.

YOU can try out the McGraw Account Register, shown on this page, for thirty days absolutely free of cost.

If at the end of that time you are not convinced that it is the best method of keeping your accounts, you can return it at the manufacturer's expense.

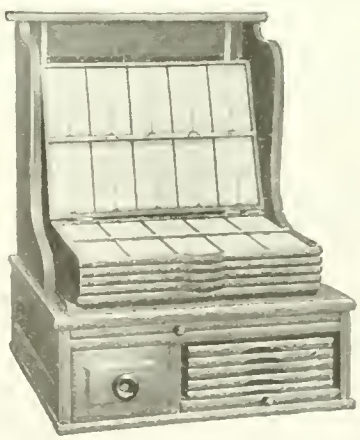
This liberal offer is made in the full-page announcement of the McGraw Account Register Co., which appears on the second inside cover of this issue of the BULLETIN. All you need to do is to mail the post-card which is printed in the advertisement.

The McGraw Account Register banishes all the trouble and worry of bookkeeping by simply abolishing bookkeeping. When you use it you dispense with books entirely and all of the expense work and mistakes incidental to bookkeeping.

It eliminates posting. Just as soon as a charge slip is made out it is placed in its proper pocket in the cabinet. There are 260 of these pockets, and an index in plain sight enables you to turn to any account instantly. There is no such thing as forgetting to make a charge on the books. Each account is always right up-to-the-minute.

Besides simplifying account keeping, saving the time and cost of bookkeeping, making things easier for you, protecting your accounts from fire and preventing disputes with your customers, the McGraw Account Register possesses other advantages which an actual trial will disclose. Why not make this trial which costs you nothing? Surely the benefits to be gained make it worth while.

The regular price of the register is $75.00, but just



at present the manufacturers are offering it for half-price, $37.50, to those druggists who wish to keep it after a thirty-day free trial. The address of the McGraw Account Register Co. is cor. 15th Street and Warren Avenue, Detroit, Mich.

A Satisfied Customer is the Druggist's Best Advertisement

The Marvel Whirling Spray Syringe

Gold Medal Awarded—Paris, 1902
By the Societe d'Hygiene of France

as the latest and best improvement in vaginal Syringes. Particular attention is called to the fact that by reason of its peculiar construction the Marvel Syringe dilates and flushes the vagina with a volume of whirling spray, which smooths out the folds and permits the injection to come into contact with and cleansing the entire surface.

Fully Protected by Patents.

You can safely recommend it
Has no rival on the market, is well advertised, pays a good profit, quality guaranteed. The MARVEL is returnable for exchange if found defective and reported promptly.

THE MARVEL COMPANY

Sole Proprietors
44 East 23rd Street, - - - New York
BRANCH OFFICES:
Paris, France - - 42 Rue du Marche
London, England - 11 Queen Victoria Street
Sydney, N. S. W., Australia, 416-418 George Street
All Jobbers Sell It

DEPENDABLE fire insurance for druggists at a saving of 25 per cent is offered by the American Druggists' Fire Insurance Co., 1215-1216 Mercantile Library Bldg., Cincinnati, Ohio.

The saving is not a mutual dividend or rebate; the reduction is made at the time the premium is paid.

Druggists in 31 States are taking advantage of the capital stock (old line) protection offered by the company and can testify to the appreciable saving accorded them.

A postal card addressed to the company will bring you the company's 1914 report and its proposition on your store.

"CHEW your food, Doris, before you swallow it; your stomach hasn't teeth to chew with."

"Mine has. I swallowed two last summer."

PERFECTION air-cell arch cushions are easy to sell because of their many manifest advantages and because they retail at the popular price of 50 cents a pair.

Perfection cushions contain no metal but are flexible, leading to the play of the muscles and bones of the feet, thereby correcting fallen or weak arches by easy support. They are made of the finest quality of leather, with a pneumatic cushion back that produces a comfortable springy feeling and perfectly ventilates the shoe.

For prices to the trade, write to the Elastic Tip Co., 370 Atlantic Avenue, Boston, Mass.

JACK: The fortune-teller said I would marry a blonde."

Belle: "Did she say how soon?"

Jack: "In six months."

Belle (coyly): "I can easily be a blonde by that time, Jack."—*Boston Transcript.*

WHY THEIR LABELS READ "WOOD SPIRITS."—E. E. Miller and Sons, Traverse City, Michigan, say that newspaper reports of cases similar to the following have led them to adopt the title "wood spirits" in preference to that of "wood alcohol" on their labels:

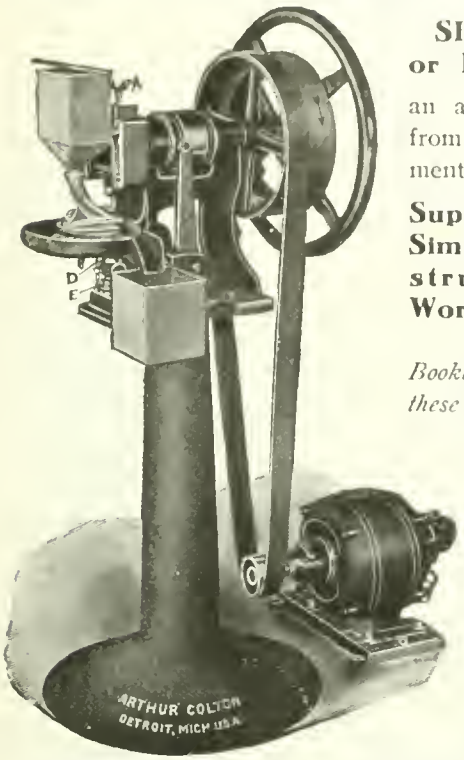
"Staggering into his home in Grandville in a dying condition Tony Milcharski, a plaster mine worker, collapsed from wood alcohol poisoning, and though Dr. L. D. Wedgewood was summoned promptly the poison had already done its work and the victim died while the physician was striving to counteract its effect.

"Milcharski was fifty years of age and leaves a widow and several small children. For some reason he did not realize the deadly quality of the spirits and somewhere on his way home drank some of the alcohol. Arriving home in a condition of collapse the man took another drink.

"He had taken too much of the alcohol and too much time had elapsed, and the physician found it impossible to do anything for the dying man.

"It was first reported that Milcharski had taken the poison with suicidal intent, but Dr. Wedgewood and

TABLET MACHINES



SINGLE PUNCH or ROTARY TYPE

an assortment to select from to suit your requirements. Our claims are

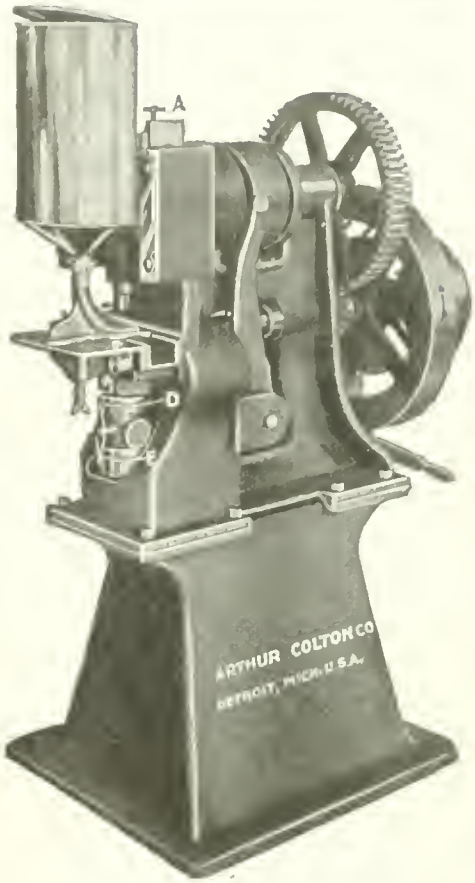
Superior Designs, Simplicity in Construction, Good Workmanship.

Booklet fully illustrating these sent on application.

ARTHUR COLTON CO.

Manufacturers of

Pharmaceuttcal Machinery and Laboratory Appliances



794 JEFFERSON AVE. • DETROIT, MICH., U. S. A.

the family are authority for the statement that the poisonous wood alcohol was taken by mistake for the grain spirits."

The Miller label, bearing a skull and cross-bones, is printed with red ink, has the words "wood spirits, for technical use but not for medicine" in a conspicuous position, and gives the proper antidote for use in case of accidental poisoning.

"What are you doing there with the paper and scissors, Elsie?"

"Making a pig, mamma."

"A pig! You're making a litter."—*Boston Transcript.*

The past few years have seen a remarkable growth in the poultry-raising industry and the alert druggists who cater to the wants of people raising hens for sale or for their own use are finding the game a profitable one.

These druggists are finding that Conkey's Poultry Remedies and Tonics are easily handled and meet with a ready sale. They say that the Conkey line increases profits and brings new customers to the stores.

To find out the full particulars about the Conkey line address the G. E. Conkey Co., 5007 Conkey Bldg., Cleveland, Ohio, and mention the Bulletin of Pharmacy.

Helter: "Do you think severe religious training really prevents a person from wrong-doing?"

Skelter: "Well, it doesn't exactly prevent it, but it certainly detracts from the pleasure one gets from sinning."—*Life.*

In these days of standarized prices and products, it is the little niceties of service that raise your store above the level of the one across the way.

Circle A corks are one of these niceties. They are bright, clean, strong and close-grained, and add to your work the finishing touch that indicates to the customer the degree of your professional skill.

If you are not familiar with Circle A quality the Armstrong Cork Company, 113 Twenty-third Street, Pittsburgh, Pa., will send you a sample package of 100, in sizes from 2 to 6, for 20 cents in coins or stamps. Ask also for the company's latest folder, "Expanding the Prestige of Your Ph. G.," which carries a message of interest and importance to every druggist.

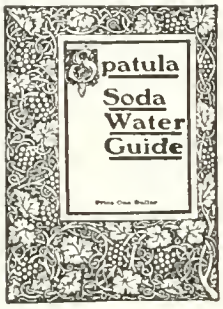
"Well, my lads," said the recruiting lecturer, "you all saw the brave felows go off to the war this morning. Now I ask you, what motives are taking those men to the front?"

The village wit beamed cheerfully from the back of the hall.

"Locomotives," he replied, with conviction.—*Detroit Tribune.*

Scarf Pins with Moving Eyes

Just the thing for clerks and bosses in drug stores as they represent the emblem of poison as used in pharmacies. This particular pin was designed especially for subscribers of the SPATULA. It is made in both dark German silver finish and in gold plate. Take your choice. They are so made that the eyes inside the skull oscillate with every movement and show the fire of the stones. They are wonderfully interesting and fascinating and are sure to please both the wearer and his friends. The price for one is 50c. State which kind you want. To any one who will send us $1.00 (Foreign 5/6) for a new subscription to the SPATULA *and will ask for it*, we will send one of these pins with our compliments.



THE SPATULA SODA-WATER GUIDE for many years has been recognized as the most exhaustive, most practical, and in every way the best book of the kind on the market. Entirely rewritten, brought thoroughly up to date (1915). Its author, Mr. E. F. White, is recognized as the most accomplished soda-water expert in the world, and in his book are thousands of suggestions and formulas that are to be found nowhere else. 160 large double-column pages, 10½x8, bound in an attractive cover. Post-paid, $1.00 (Foreign 4s.); with SPATULA 1 year, $1.50 (Foreign 8s.).

300 READY-TO-USE ADS. FOR DRUGGISTS, by Chas. L., Archbold and other experts. Something for every department and every season. Nearly all have each an appropriate illustration which may be used or not as desired. So arranged they may be cut out as needed and sent to your local paper, or to your printer as copy for counter slips. Price, post-paid, $1.00 (Foreign 4s.); with THE SPATULA 1 year, $1.50 (Foreign 8s.).

1,000 WAYS AND SCHEMES TO ATTRACT TRADE.—This book is the result of over five years of observation and labor and describes more than a thousand ideas that druggists and other tradesmen have successfully put into practice to increase their sales. Many of them have transformed losing businesses into profitable ones. Almost any one of them will bring you larger business and give you a bigger income. 208 pages 9½ x 7 and 120 illustrations. Printed on the best of white paper and bound in a handsomely ornamented cover. Price, post-paid, $1.00 (Foreign 4s.); with THE SPATULA 1 year, $1.50 (Foreign 8s.).

TOILET PREPARATIONS.—A treatise on the manufacture of Casein Massage Creams, Complexion Creams, Cold Creams, and Face Creams; Powders, Toilet Lotions, Camphor Ices, Bath Tablets, and other similar preparations, including hundreds of the latest and best formulas. Compiled and edited by L. W. Marshall. Price, post-paid, 50 cents (Foreign 2s.); with THE SPATULA 1 year, $1.25 (Foreign 6s.).

ONE THOUSAND FORMULAS.—A compilation giving the practical working druggist full information about the making of one thousand of the most common and salable preparations, by L. W. Marshall. Price, 75 cents (Foreign 3s.); with THE SPATULA 1 year, $1.35 (Foreign 7s.).

HOW TO MAKE SHOW CARDS.—A practical treatise on the fundamental principles of artistic lettering with pen and brush for the use of retail merchants and their clerks, by Charles A. Miller. Fully illustrated with diagrams, alphabets, sample signs, etc. Heavy coated paper. The handsomest and most useful book on the subject published. 120 pages. Price $1.00 (Foreign 4s.); with THE SPATULA 1 year, $1.50 (Foreign 8s.).

☞*Send a 2-cent stamp for Spatula Soda Girl in colors on cardboard, sample copy of Spatula and catalogue of books.*

THE SPATULA, 2 Sudbury Building, BOSTON.

HIGHEST HONORS FOR ANSCO.—Despite the fact that a full line of Ansco cameras and photographic materials was not on exhibition when the judges met, the Ansco Company received highest honors at the Panama-Pacific Exposition.

The Ansco booth at San Francisco, as shown in the accompanying illustration, was not erected for the purpose of exhibiting goods in competition for awards, but to comply with the terms of the Ansco Company's $5000 Loveliest Women Contest, one of the conditions of which was that prize-winning photographs would be shown at the exposition.

Of course, some Ansco products were displayed in

the booth, and it was on these that the judges made their awards, viz: the medal of honor for equipment for photographic studios (professional equipment) and the gold medal for Ansco amateur cameras, Ansco films, Cyko paper, and Ansco and Cyko chemicals.

The fact that the merits of Ansco products have been recognized in this manner will naturally make them easier than ever to sell, and no reader of the BULLETIN will make a mistake by securing the agency for these high-class goods at once.

BILL: "Go inter dat house and ask de lady does she want any rugs beat!"

Jim: "But suppose she does?"

Bill: "Why, then we'll beat it!"—*Milwaukee Sentinel.*

MRS. MALAPROP: "Young Sharp will have to apologize before I speak to him again."

Miss Interest: "Did he insult you?"

Mrs. Malaprop: "Did he? The last time I met him I told him that my uncle had locomotor ataxia, and he asked me if he 'whistled at crossings.'"—*Cal. Drug Clerks' Journal.*

WOULDN'T you like to be able to make your own milk of magnesia at a cost of less than five cents a pint?

You can do it easily and quickly with Mattison's "Magma" Magnesia (Calcined), and the handsome profits make it well worth while.

This is said to be, without exception, the only calcined magnesia which completely meets the U. S. P. requirements. It becomes colloidal on addition of water.

Mattison's "Magma" Magnesia should be ordered from your jobber, but if you want to make a test of it before placing an order send ten cents to the manufacturers for a trial package of one troy ounce.

It is made by Keasby & Mattison, Ambler, Pa., the largest manufacturers of magnesia in the world.

"DO YOUR men watch the clock?"

"Not since I hired that pretty stenographer."—*Louisville Courier-Journal.*

THROUGH an inadvertence a news item which will prove of interest to a considerable number of BULLETIN readers was omitted from the last issue.

This referred to the fact that Albert H. Higbie, who, through his former connection with some of the largest houses in the drug trade, is well known to druggists all over the country, is now with McKesson & Robbins of New York City.

Mr. Higbie is connected with the export department of this big concern. His experience in the drug business began when he entered the employ of the McPike Drug Company, Kansas City, in 1890. Since then he has been connected with Lamar & Rankin Drug Company, Atlanta, Ga., Meyer Brothers Drug Company, and Seabury & Johnson.

Mr. Higbie has the best wishes of a host of friends in his new position.

HIGGS: "Crooke is a criminal lawyer, isn't he?"

Diggs: "He's a lawyer, but as to his being criminal, I think he's too careful to quite overstep the line."—*New York Sun.*

YOU'RE missing opportunities to make profitable sales if you don't have on your desk the catalogue of the George R. Fuller Co., 99 N. Clinton Avenue, Rochester, N. Y.

The Fuller Company manufactures the well-known "Walkeasy" artificial leg that is sold by many members of the drug trade.

Get the catalogue and literature to-day in order to be prepared for future sales.

Your Business can't be too big—or too small

Regardless of the size of your store or your business, it will pay you as it has paid others to use the

McCourt Label Cabinet
with
McCourt Gummed Roll Labels

The big fellows, the little fellows, first year and fifty year druggists, all are testifying with equal ardor to the money and time saved, and the improved labels secured with the McCourt Label System.

The McCourt Cabinet comes in sizes and finishes to fit every requirement. The prices of McCourt Labels save money for the druggist ordering small quantities as well as the one needing the largest and widest assortment.

Make us prove the saving

We don't ask you to buy the McCourt Cabinet or McCourt Labels on our sayso alone. What we do ask is your request for our two free books with prices so that you satisfy yourself of the saving in cost and see advantages of the systematic McCourt Cabinet which eliminates loss of labels and loss of time.

Make us prove, too, the quality of the labels

Send us 15c in stamps (to cover postage and handling) with your firm name and receive 500 labels printed for you in two colors and enclosed in cardboard case for convenient use.

You stand to lose nothing and perhaps to save much—so write to-day to

McCourt Label Cabinet Co.
47 Bennett St., Bradford, Pa.

Another saving for the McCourt Customers comes from our pill and powder box service—let us tell you about this service.

Prejudices and Tooth Brushes

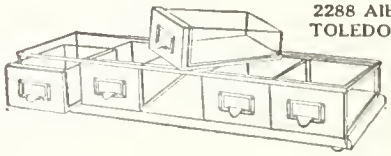
MOST people have preconceived ideas as to how tooth brushes should be handled. If you do not meet these ideas by displaying your tooth brush stock in an ***obviously*** sanitary manner you will have trouble in making a sale that is perfectly satisfactory to your customer. Our new case takes care of the sanitary features, and gives your tooth brush stock a fine display as well.

YESBERA
TOLEDO

IF your tooth brush sales are not what they should be one of these new Yesbera tooth brush cases may be just what you need. They are making a big "hit" with druggists, and we are selling hundreds of them. The price is exceptionally low, for they are made out of small pieces of glass that would otherwise be wasted. A small increase in sales will pay for one of these cases in a short time. This beautiful five-compartment case will make sales of tooth brushes that cannot be made without it. We would like to send you full particulars—and surprise you with the price.

THE YESBERA MFG. CO.

2288 Albion St.
TOLEDO, OHIO.



Back view of new Yesbera tooth brush case.

COUPON

THE YESBERA MFG. CO.,
2288 Albion St., Toledo, Ohio:

Kindly send us, without obligations, printed matter on the items checked.

- ☐ Aisle Tables
- ☐ Display Soda Tables
- ☐ Tooth Brush Cases
- ☐ Metal Furniture
- ☐ Show Cases

Name.....

Address.....

You Cannot Lose a Cent

This old, strong company, which never quibbles nor side-steps, puts the most positive kind of a guaranty

on Pinex

"Complete satisfaction or money back" goes with every package, and we stand behind you for the full retail price. No lost profits. Pinex sales increase steadily year by year. It's as staple as cotton, wheat, or sugar.

The Pinex Company,

Ft. Wayne, Ind.

FRANK SCHWARTZ, 515 Amsterdam Avenue, New York, N. Y., employs no clerk, but being of a mechanical turn, he does not fear to spend his time in the rear of his drug store, having a system of wires connecting valuable articles on display on his cases or in the window with the mechanism of a cuckoo clock so as to arouse the "bird" if the article be handled. He captured a camera-thief the other evening with the aid of his unique burglar alarm.—*N. A. R. D. Journal.*

BEFORE long now the "Shop-early" holiday buyers will begin making their rounds in search of suitable articles for Christmas giving. Are you prepared for them?

A most appropriate gift-article is the Conklin self-filling, non-leakable fountain pen. It is suitable for every one and comes in a variety of styles and prices to meet every demand.

The "crescent-filler" is all in one piece; there are no springs, hinges or other complicated devices to operate. It allows complete compression of the ink reservoir—and that means a pen full of ink, not part ink and part air bubbles.

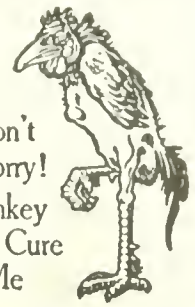
It has stood the test of 16 years on the market and has over 1,000,000 satisfied users.

If you want to catch the trade of the discriminating early Christmas shopper, write to-day to the Conklin Pen Mfg. Co., 163 Conklin Building, Toledo, Ohio, and ask for the special dealer's proposition.

In all the branches of our business, no goods are so easily handled or readily sold as yours.

Young-Herald Drug Co.
Petaluma, Cal.

Such reports from dealers everywhere show that



Conkey's

Poultry Remedies and Tonics

do the work and that they are big repeaters.

You need the Conkey line because it will increase your profits, bring you more customers and further your reputation for selling good goods.

Write for full particulars.

THE G. E. CONKEY CO.

5007 Conkey Bldg., - - CLEVELAND, OHIO

"In your opinion," asked the member of the investigating committee, "what is the cause of the evident unrest among the Indians?"

Comanche Pete, the noted scout, blew a cloud of smoke into the atmosphere.

Then he took his pipe out of his mouth.

"Fleas," he answered.—*Chicago Tribune.*

At Your Service.—Expert lighting engineers on the staff of the Edison Lamp Works of General Electric Company, Harrison, N. J., stand ready to give you the benefit of their broad experience on any of your lighting problems.

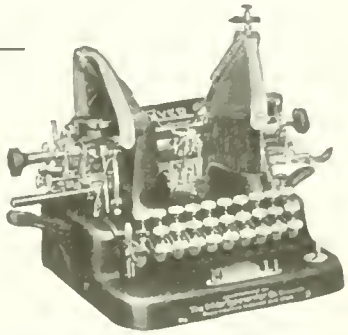
They are the men who have produced the Edison Mazda C lamps, which are four to six times as efficient as the old-style 16-candle-power carbon lamps, and the metal filaments of which are fully as sturdy as carbon filaments.

Remarkable current economy is effected by the employment of these lamps. At small cost they give the proper illumination that is essential to the display and sale of merchandise in your store. With them you can obtain single units ranging in candle-power from 125 to nearly 2000, and do it with a decided economy in current expense.

Edison Mazda C lamps are sold by agencies everywhere. To find out about them go to the agency in your city, and if you wish further data write the company direct.

Catalog Price $100.00
Our Price - - 56.00
You Save - - $ 44.00

No. 5 Oliver—Druggist's Keyboard with Medical Symbols—



Shipped on Trial, $4 Per Month

Here's an opportunity for you who want a *good* typewriter, but who do not feel like paying $100 or paying for it all at once. We offer the famous genuine Oliver No. 5 at only $56, payable $4 per month, if you buy from this advertisement. We are able to make this astonishing low price for two reasons: First, we have undertaken to sell 1,000 of these Olivers a month, thus getting the minimum price. Second, we sell directly to you by mail, cutting out all agents', salesmen's and branch house salaries and commissions. Now you can *own* a genuine, visible-writing Oliver No. 5, with all its famous features, at *almost half* regular price! And on *terms* that pay for it *like rent!*

Complete Oliver Equipment

This is the genuine Oliver No. 5 model, shipped you in same box it leaves factory of the maker. Equipped with Medical Symbols and special paper fingers for feeding labels, without extra charge. Visible writing, universal keyboard, with six extra characters, built-in tabulator, back spacer, marginal release, ruling device, U-shaped type-bar, giving light action, light running carriage, makes 20 carbons at a time, writes on ruled lines, easiest running machine in the world, each machine full standard size complete with every accessory. Guaranteed for full life of the machine. Shipped on approval—14 months to pay—no collectors, no interest, no red tape

Use It 5 Days Free

Send the coupon to-day. The machine will come by next express. Examine it critically—try it out any way you choose—use it freely. Then ask yourself if you ever saw or heard of a machine of this unequalled value at such a money-saving price and on such easy terms. If for any reason the machine doesn't suit, we'll take it back quick. The trial will have cost you nothing. But we *know* it'll please you as it has 26,000 other delighted buyers. Try it FREE! Tear off and send this coupon NOW.

Typewriters Distributing Syndicate (254)
1510-64G Wabash Ave., Chicago.

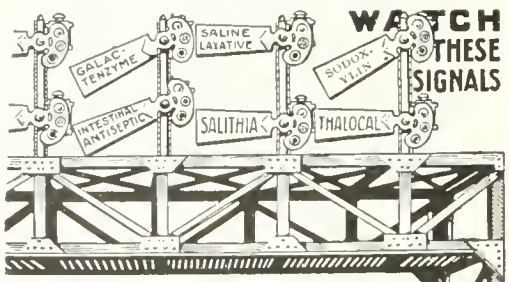
Date.....

Gentlemen: Ship me an Oliver Typewriter, Model No. 5, equipped with Medical Keyboard, for examination. If satisfactory, I agree to remit $4 after five days from the date I receive the machine, as full payment for one month's rental, and $4 each month thereafter, as rental for the use of the typewriter. When I have paid you $56 in this manner, the typewriter to become mine. Until then the title to remain in you. Otherwise I will return typewriter to you at your expense.

Name.....

Address.....

References.....



Stop! Look! Listen!

Summer time is bowel time. There will be more intestinal diseases in the next few months than in all the rest of the dear together. That means a big demand for bowel remedies.

Be Prepared for the Demand

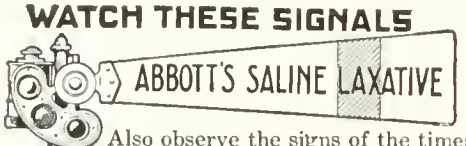
Lay in an *ample* stock of the *best* remedies. Abbott's preparations (signalled above) are the best in every respect—highest quality and efficiency, largest demand, biggest percentage of profit. They are the ones that will be called for the most, and that you will make the biggest money on, IF YOU HAVE THEM IN STOCK.

"There is a tide in the affairs of men"—you know the rest. This is the tide. Take it at its flood.

Your Jobber is Stocked. *Price List on Request.*

THE ABBOTT LABORATORIES
[THE ABBOTT ALKALOIDAL CO.]
Ravenswood, CHICAGO

WATCH THESE SIGNALS



Also observe the signs of the times.

And, incidentally, keep your eye on the "main" chance.

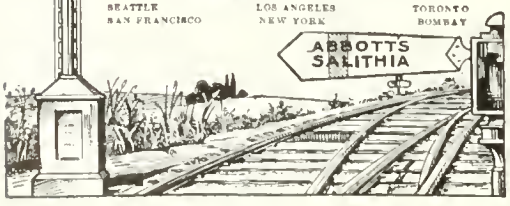
In the next few months of the year there will be more bowel trouble than in all the rest of the year together, and more bowel remedies called for. It is the season, of all seasons, to CLEAN OUT, CLEAN UP, AND KEEP CLEAN. Which means ABBOTT'S SALINE LAXATIVE, INTESTINAL ANTISEPTIC (W-A) and GALACTENZYME.

Your discount is 15 per cent.

Don't be caught napping. Get wise. Lay in a stock of all three of these remedies. So will you fill your customers' demands and your own exchequer, two legitimate and highly desirable ends.

YOUR JOBBER IS IN STOCK
COMPLETE PRICE LIST ON REQUEST
THE ABBOTT LABORATORIES
[THE ABBOTT ALKALOIDAL CO.]
Ravenswood, CHICAGO

SEATTLE SAN FRANCISCO LOS ANGELES NEW YORK TORONTO BOMBAY



POTASSIUM IODIDE

U. S. P.

Granular and Crystals.

A FULL LINE OF

MEDICINAL, PHOTOGRAPHIC AND TECHNICAL CHEMICALS

In original and broken packages.

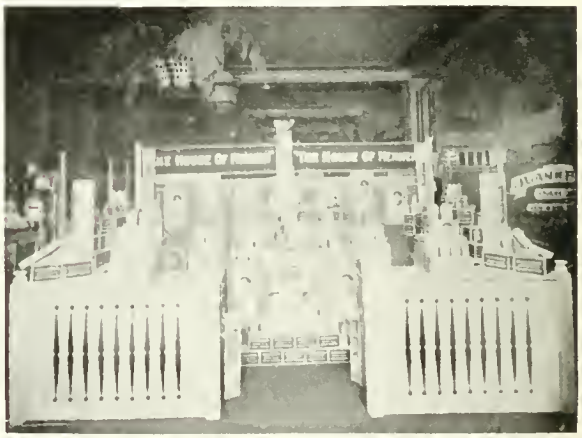
We solicit your inquiries.

ALBANY CHEMICAL COMPANY

ALBANY, N. Y.

An Attractive Exhibit.—Among the displays at the recent N. A. R. D. convention at Minneapolis, that of the Gerhard Mennen Chemical Company, as shown in the accompanying illustration, attracted special attention.

Few manufacturers have had a greater number of



representatives at a convention than "House of Mennen" had in attendance at the N. A. R. D. meeting, and these came from widely divergent parts of the country.

The district managers of the company, nine in number, who came to greet their friends of the N. A. R. D.

SAVE 8% ON

KONDON'S

ORIGINAL AND GENUINE

CATARRHAL JELLY

BY ORDERING 3 DOZEN!

SIX MILLION *FREE SAMPLES AND BOOKS* will be placed right into the homes of the people from October to April. This is direct personal punch—the kind that counts and makes sales for the dealer.

We will appreciate your valued cooperation. Write for our beautiful window display in 8 colors. Free Samples for counter use, Slide for Picture Show. All Free if you will use them to help push

KONDON'S

FOR 25 YEARS

Kondon Mfg. Co., Minneapolis, Minn.

PRAT-DUMAS FRENCH FILTERING PAPER

We are the sole agents for U.S.A. for this famous brand, and you can be sure of obtaining the original-genuine by looking for our blue guarantee stamp.

SOLE AGENTS

E. FOUGERA & CO. INC.

90 BEEKMAN ST. NEW YORK

INSIST ON THE GENUINE

were: B. Poznansky, San Francisco; Fred Mefort and C. H. Glover, Chicago; F. A. Fitzgerald, New Orleans; J. H. Markham, Norfolk, Va.; Chas. H. Meyer, Boston; H. E. Guischard, Pittsburgh; W. W Williams, New York; and Chas. H. Myers, Brooklyn.

FRIEND: "Why is the editor of your paper howling so insistently for war? He must be very patriotic."

Reporter: "No; he has a lot of jokes left over from the Spanish-American War that he wants a chance to work off."—*Life.*

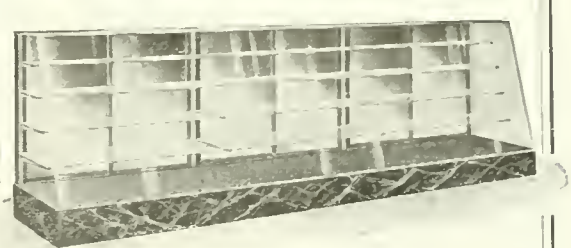
COMING from all parts of the country, distributors of the products of the Walrus Manufacturing Co., Decatur, Ill., have recently been at the factory show rooms of the company to select show pieces for their individual sales rooms and to get acquainted with the new models which the company has ready for 1916 distribution.

The business year just closed by the Walrus Company has been the most successful ever enjoyed by the concern. The volume of business was larger than that transacted in any previous year.

Druggists who are planning to invest in new store fixtures or in a new soda fountain outfit should become familiar with Walrus products, either through correspondence with the firm direct, or through one of its many distributors located in most of the principal cities.

ATTRACTIVE DISPLAY

THE MOST ESSENTIAL POINT IN MODERN MERCHANDISING



We Manufacture Complete Store Equipment

WRITE FOR OUR CATALOGUE.

SAGINAW SHOW CASE CO., Ltd.

SAGINAW, MICH.

B-D
TRADE MARK

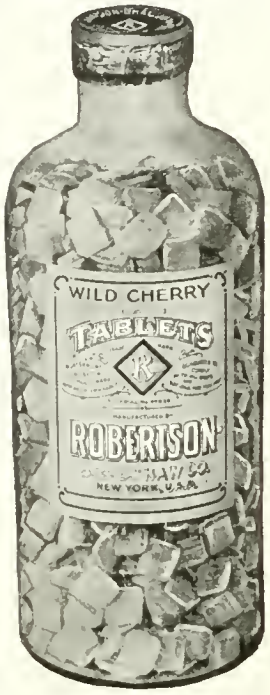
As applied to fever thermometers is a recognized mark of quality and permanent accuracy among Fever Thermometer users.

Write for particulars about this interesting line—find out why it is a profitable one for you to stock.

Becton, Dickinson & Co., RUTHERFORD. N. J.

There's a style of B-D Fever Thermometer for every Fever Thermometer need. Sold only through dealers.

ROBERTSON'S FRUIT TABLET



5 LBS.

flavors seldom found except in the original fruit.

Made in 25 different flavors.

There's a lot more to the cost of genuine fruit tablets than the mere price per pound.

ROBERTSON'S fruit tablets keep indefinitely, but SELL so readily after once tried that their keeping qualities are rarely tested.

If not at your jobbers, write us direct.

Robertson Candy Co.

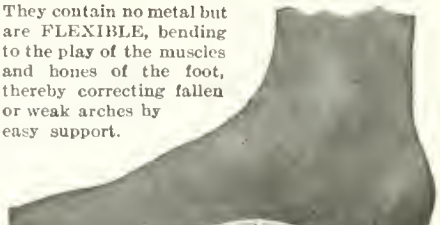
Robertson-Bradshaw Co.

NEW YORK CITY.

PERFECTION

AIR CELL ARCH CUSHIONS

They contain no metal but are FLEXIBLE, bending to the play of the muscles and bones of the foot, thereby correcting fallen or weak arches by easy support.



THEY ARE EASY TO SELL

because of their great advantages over all other arch supports, and they retail at the popular price of 50 cents a pair.

They are made of the finest quality of leather, with a pneumatic cushion back. This cushion is composed of numerous small rubber teats, each one an air cell. They produce a comfortable springy feeling and at the same time perfectly ventilate the shoe.

Write for further particulars and prices.

ELASTIC TIP COMPANY

370 ATLANTIC AVE., - BOSTON, MASS.

SIX MILLION free samples of Kondon's Catarrhal Jelly and descriptive booklets will be placed in American homes between October and April.

It will pay you to coöperate with this campaign by using the window displays, samples for counter use, and the moving picture slides furnished free by the manufacturers.

Write the Kondon Mfg. Co., Minneapolis, Minn., for particulars, and remember that you save 8 per cent by ordering Kondon's in three dozen lots.

MR. READER (from the newspaper): "Ambassador Page says the Nebraskan was torpedoed."

Mrs. Reader: "Why, does he? I understood Mr. Bryan resigned entirely of his own accord. Anyhow, I wonder that a man in Ambassador Page's position should express such an opinion."—*Life.*

LONG-CONTINUED, persistent advertising, backing up articles of undisputed quality, has made the Elcaya line of toilet preparations a profitable one to feature.

Included in the Elcaya line procurable from jobbers are *Creme Elcaya, Cerat Elcaya, Baume Elcaya, Poudre Elcaya, Savon Elcaya, Cerise Elcaya* and *Poudre de riz Elcaya,* all in a variety of styles and sizes.

For price list, special offers and advertising address James C. Crane, 108 Fulton Street, New York.

What the Medical Profession Endorses Your Customers will Buy.

Probably no scientist in the world has so aroused the interest and won the confidence of the general public as Prof. Metchnikoff. The ingredients contained in

INTESTI-FERMIN

are the result of ten years of research into the causes and preventives of premature old age. Unqualified assurance is given that INTESTI-FERMIN will benefit whoever uses it.

The people believe this message, as contained in our advertisements of INTESTI-FERMIN. It will pay you to stock it at once. Send for samples and literature.

THE BERLIN LABORATORY, Ltd.,

373 4th Ave., NEW YORK.

$4.50 SAVES $20.00

Self Moistening Dustless Brush Takes the Place of $25.00 to $40.00 Worth of Floor Compound.

30 DAYS FREE TRIAL. EXPRESS PREPAID.

Your own records will show a cost for sweeping materials of over 300 per cent more than our service will cost you, about $20.00 per year more for every 2400 square feet.

Whether you use floor compound, or floor oil, our service costs you but one-third as much.

Absolutely guaranteed.

Leaves your floor as though wiped with a cloth.

Used in Government Buildings here and abroad; by Swift Pkg. Co., General Electric Co., Carnegie Steel Co., Remington Arms Co., Eastman Kodak Co., and thousands of others.

ASK FOR 30-DAY TRIAL OFFER "B"

MILWAUKEE SANITARY METHODS CO.

122 SYCAMORE STREET, MILWAUKEE, WISCONSIN.

On July 21, 1915, the District Court of the United States for the southern district of New York issued a decree and perpetual injunction against an infringer of the trade marks on Planten's "C. & C." or Black Capsules.

The court fully established the right of H. Planten & Son, Brooklyn, N. Y., to the use of the letters "C. & C." alone, or in connection with the maker's name, on filled capsules. It was held by the court that the words "Gedney's C. & C. (Black) Capsules," used on goods made by another manufacturer was a colorable imitation of "Planten's C. & C. or Black Capsules."

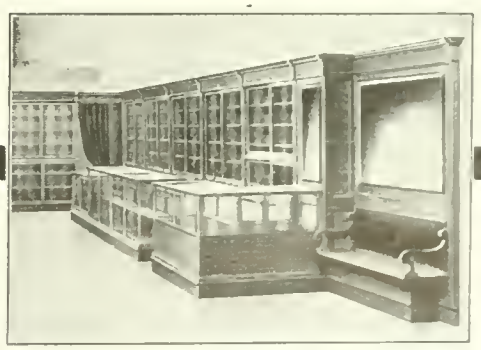
In view of this decision the trade should avoid handling goods sold under any colorable imitation of the Planten & Son trade marks.

Hospital Surgeon: You can go home in a couple of days!

Motorist: Can't I stay a bit longer? That was my wife's car I smashed.—*Town Talk.*

All chance, worry or argument as to quality is eliminated if you specify "M. C. W." prescription chemicals in original packages.

"M. C. W." pure chemicals are manufactured by the Mallinckrodt Chemical Works of St. Louis and New York and are sold in original packages by all jobbers at lowest prices.



Handsome Effects Always Obtained With Victor and Olympic Sectional Outfits

The designs are exclusive; rich but not gaudy. Best of all our method of manufacturing in large quantities means an actual saving to you of from 10% to 20%, and enables us to make immediate shipments.

The shelving is made of 4-, 6-, and 8-foot sections. The Prescription Partitions are combined units of 12 inches to 6 feet long and are of various patterns.

Write your favorite drug jobber for Benderscheid Catalog No. 14. It is an 80-page book containing illustrations, specifications and full particulars.

BENDERSCHEID MFG. CO.,

The Only Exclusive Drug Fixture and Show Case Manufacturers in the U. S.

2800-2826 N. 9th St.,

St. Louis, - - Missouri.

YOU will garner a
HARVEST OF DOLLARS
at this time by consistently pushing

PLUTO WATER

Prescribed by physicians, backed by an aggressive, nation-wide publicity campaign; and, *vitally important to you,*

Always Full Priced

Delightfully interesting literature and artistic window display material that magnetically attracts new customers, sent promptly prepaid by

French Lick Springs Hotel Co.
FRENCH LICK, INDIANA

N.B.—Write To-day. Remember the ant and the grasshopper

Appearance as a Trade-Getter

NO doubt you could have bought a soda fountain for less than yours cost. And the same thing is perhaps true of your orher fixtures. But you have a reputation to uphold and appearances help, don't they? Then, what about your corks, which are before your customers much oftener and longer than either soda fountains or fixtures. If they are

CIRCLE Ⓐ CORKS
The Standard Prescription Corks of America

you may rest assured that they will be truly representative of your establishment and fit to be used above your label. Every one is clean, strong, velvety and practically flawless. Couldn't you well afford to try

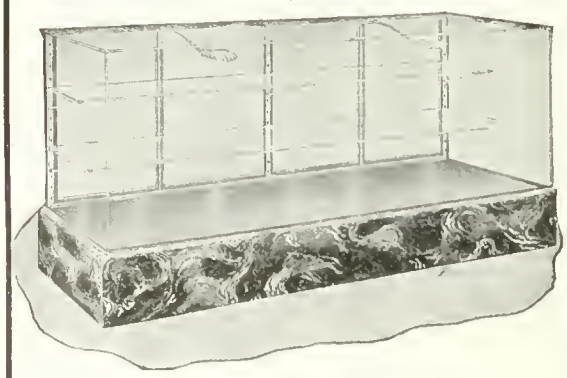
A sample package of 100 Circle A Corks in sizes from 2 to 6 for 20 cents in coin or stamps?

Armstrong Cork Company
113 23rd Street Pittsburgh, Pa

The Crowning Achievement in
ALL-GLASS SHOW CASE CONSTRUCTION

NO METAL FASTENERS.
NO METAL CORNERS.
Cushioned between the glass.
Absolutely firm and Stable.

CONTRACTION IMPOSSIBLE.
BREAKAGE IMPOSSIBLE
DUST, MOISTURE,
Shock and Fool Proof.



Artistic symmetry and beauty are features of the "Bryan" Store Fixtures, and we have made outfits for the country's best stores.

Our New All-Glass Show Case
MADE IN ANY LENGTH and TO FIT ANY SPACE.
Beautiful in Appearance. Mechanically Perfect.
OUR MECHANICS ARE SPECIALISTS
Let us confer with you when you need additions or contemplate changes, as we specialize on complete drug-store installations.

THE BRYAN SHOW CASE CO., BRYAN OHIO.
Detroit Branch, 803 Woodward Avenue.

Boss: Is Clerkins a good salesman?

Manager: You bet; he could sell glass eyes to potatoes.—*Rural Life.*

Square Boxes for Round Pills.—Nowadays the trend of business is toward simplicity and the use of such accessories as prove themselves economical.

Realizing this, Merchants' Publishing Co., Kalamazoo, Mich., is featuring a square pill box, in four sizes, which is claimed to be displacing the old-time round-shouldered boxes. It is more easily handled than a round box, it takes up less room, and what is more important in the rush of the day's work, the square label presents a more regular and better shape for writing. The square box, already labeled, is offered in suitable-sized lots at remarkably low prices.

The fact that the Merchants' Publishing Co. has been for over thirty years one of the most progressive factors in the line of labels and boxes for druggists should compel attention to any or all of the products which the company advertise. The large and attractive catalogue covering the full line is worthy of a place on the desk of every buyer wherever first-class labels and boxes are used.

Send for a catalogue to-day.

"How did you get that stitch in your side?"

"Oh, I got hemmed in a crowd."—*Harvard Lampoon.*

Whitney Glass Works

ESTABLISHED 1775.

Glass Bottle Manufacturers

FLINT AMBER GREEN

Also Manufacturers of

Machine Made Bottles
Narrow and Wide Mouth
by the

Celebrated "Owens" Process

which produces uniformity in

HEIGHT WEIGHT CAPACITY

Superior Bottles in Every Feature

OFFICES:

New York Philadelphia Chicago

FACTORIES AND HOME OFFICE:
GLASSBORO, NEW JERSEY

All leading jobbers stock Benger's Food.

If your jobber is out of stock, please write our distributors as below.

Benger's is the one food which combines the natural digestive principles. It is *quite* different from any other food obtainable.

BENGER'S Food Reg. U.S. Pat. Off.

For Infants, Invalids, and Aged Persons

is regularly advertised to the U.S Medical Profession.

Druggists' sample, with literature, mailed free. Showcards and advertising material on application to
BENGER'S FOOD Ltd., 92, William St., NEW YORK.
(Headquarters—MANCHESTER, ENGLAND)
Distributing Agents: E. FOUGERA & CO.,
90, Beekman Street, NEW YORK.

79 U.S.

"TREASURE CHESTS" is the term the Oscar Onken Co., 2122 Fourth Avenue, Cincinnati, Ohio, applies to its sets of interchangeable window display fixture units.

Onken Younits make window trimming easy. They shorten the time required to do the work, they make it possible for an inexperienced clerk to produce a good trim, they allow for unusual effects that compel sales.

By their use over 500 different trims can be produced from one set and all without the use of a tool—the hands and brain of the trimmer do the whole of the work.

Send to-day for prices and for a complete catalogue showing what Onken Younits will do for your store.

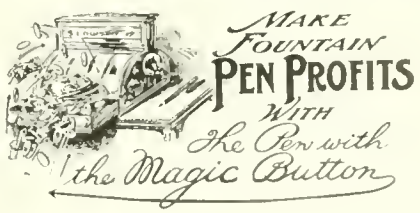
MRS. GRAMERCY: If you want a nice hall rug why don't you get one of those tiger skins with the real head on it?

Mrs. Gayboy: I never could use one of those things in my hall. You don't know how imaginative my husband is every time he comes home late.—*Brooklyn Life.*

FOOTBALL TIME gives a decided impetus to liniment sales.

Is your stock of Hanford's Balsam of Myrrh displayed where gridiron battlers can see it?

Hanford's Balsam is sold by all jobbers and by the G. C. Hanford Mfg. Co., Syracuse, N. Y.



MAKE FOUNTAIN PEN PROFITS WITH The Pen with the Magic Button

Simple
Satisfactory
Material and Workmanship absolutely guaranteed.

THE A. A. FOUNTAIN PEN
always ready for service.

DIP IN THE INK—TWIST THE BUTTON—IT'S FILLED.

There is at least one pen point to suit every customer in each of our assortments of self-fillers, lower end joint, middle joint, and safety fountain pens.

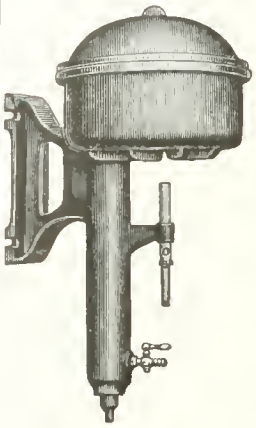
Attractive display cases free. Write to your local jobber or to us for prices and trade discounts on this

PROFITABLE LINE

Arthur A. Waterman & Co.
Established 1895
22 Thames Street, - New York City

Not Connected with The L. E. Waterman Company

DISTILLED WATER



AT

2c Per Gallon

Guaranteed By

STOKES AUTOMATIC WATER STILLS

Price Only $18.

F. J. Stokes Machine Co.

PHILADELPHIA, PA.

Every Druggist Should Sell and Recommend

EX-LAX

The Sweet Chocolate Laxative

Because every box of EX-LAX sold on his recommendation brings back to his store a satisfied customer.

10c, 25c and 50c Boxes

Ex-Lax Manufacturing Co.

29-31 DeKalb Avenue - Brooklyn, N. Y.

Chicago Office: 2245 Iowa Street
San Francisco Office: 1119 Fillmore Street

NEW SIZE

ECKMAN'S ALTERATIVE

Owing to the many requests for a smaller package, we are now prepared to supply the trade with a new size to retail at

ONE DOLLAR.

We will continue to manufacture our regular $2.00 package, as before. Mention of both sizes will be made in the extensive advertising campaign which we are now conducting.

Order from your jobber to-day.

Small Size $8.00 Doz. Regular Size $16.00

Attractive literature on request.

ECKMAN MFG. CO., Philadelphia, Pa.

TED: "What do you do when a man tries to kiss you?"

Marjorie: "Oh, that's something you'll have to find out for yourself."—*Life.*

DOESN'T a saving of more than two-thirds of your sweeping material cost appeal to you?

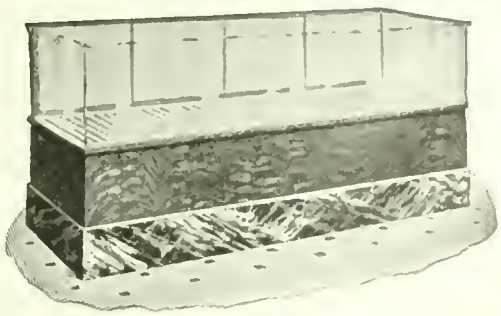
The Milwaukee Sanitary Methods Co., 122 Sycamore Street, Milwaukee, Wis., says that its self-moistening dustless brush at a cost of $4.50 takes the place of $20 worth of floor compound.

To prove the statement the company offer to place the brush in your store on 30 days free trial. The brush is absolutely guaranteed and its use leaves the floor as clean as if wiped with a cloth.

Find out about it now. Write to-day for trial offer "B."

THE death of Mrs. Lillian W. Lewis, wife of Frank W. Lewis, a well-known druggist of Richmond, Va., occurred on Sunday, August 25, 1915. Mrs. Lewis was an active member of the Virginia Pharmaceutical Association and took a keen interest in its annual meetings.

A SOMEWHAT weather-beaten tramp, being asked what was the matter with his coat, replied, "Insomnia: It hasn't had a nap in ten years."—*Christian Register.*



As Davy Crockett Might Have Said:

**"Be Sure Your *Display* is *Right*—
Then *Go Ahead!*"**

Attractive display is perhaps the most important factor in the moving of salable merchandise. And attractive display is assured when you show your goods in

Quincy Special Show Cases

Our show case furniture is planned by merchandisers—men familiar with the science of selling, and acquainted with the requirements of the retail trade.

You get just what you actually need—because we send a man to look the ground over and give you practical advice from a real merchandising standpoint.

Catalog 22 is a book for every man who sells goods at retail. A copy will be sent free, if you will let us know you want it.

QUINCY SHOW CASE WORKS

QUINCY ILLINOIS

PITTSBURGH, PA.: 949 Penn. Ave.
JACKSONVILLE, FLA.: 116-118 E. Forsyth St.
WICHITA, KANS.: 301 Beacon Building.
OKLAHOMA CITY, OKLA.: 208 N. Robinson Ave.
DALLAS, TEXAS: 406-408 S. Lamar St.

Flower City Oval

YOU

want good bottles.

Why not be sure of getting them by placing your order with a first-class factory?

Send for Price List or Samples.

We use small size cases.

Order NOW.

F. E. REED GLASS CO.,
Rochester, N. Y.

PRAT-DUMAS French filtering paper—made in France by a special process and under conditions insuring the production of paper of the finest quality—is imported to this country by the sole American agents, E. Fougera & Co., Inc., 90 Beekman Street, New York.

You can be assured of obtaining the original Prat-Dumas paper by looking for the familiar blue Fougera guarantee stamp on each package.

MOTHER: Sometimes there are rude boys in Sunday-school who giggle and smile at little girls, and sometimes little girls smile back at them, but I hope my little girl does not behave like that.

Small Daughter: No, indeed, mamma; I always put out my tongue at 'em.—*Boston Transcript.*

ONE of the most valuable aids to a physician in the treatment of fever is a thermometer that can be depended upon absolutely for accuracy and reliability.

And physicians are quick to recognize the "B-D" mark on a thermometer as a standard for quality.

"B-D" thermometers—one for every fever thermometer need—are manufactured by Becton, Dickinson & Co., Rutherford, N. J. A postal addressed to the company, and mentioning the BULLETIN, will bring full particulars of the profitable line.

ESSENTIAL OILS

THE **D & O** BRAND

THE STANDARD OF QUALITY

Order from your wholesaler in original packages under our label and guaranty seal, 1 ounce and upward.

DODGE & OLCOTT CO.
NEW YORK

It fits any drawer.
It holds any shop label.
Labels can not be mixed up or lost.
Keeps them flat, clean and in plain sight.
The Friend of the Busy Druggist.

The Economical Label Holder

Will convert any drawer in your counter into an ORDERLY, SAFE and CONVENIENT RECEPTACLE FOR your LABELS

EACH HOLDER has a capacity of from 200 to 250 gummed shop labels. Screw a sufficient number of these inexpensive Label Holders to the bottom of your label drawer, insert your labels and there you are, a NEAT, EFFICIENT and ECONOMICAL LABEL CASE. **$1.75 per doz.**

MERCHANTS PUBLISHING COMPANY
Manufacturers of Druggists Labels and Boxes. KALAMAZOO, MICH.
Correspondence Invited from Salesmen Calling on Drug Trade

DIGALEN "ROCHE"

PANTOPON **THIOCOL**
SEDOBROL **LAROSAN**

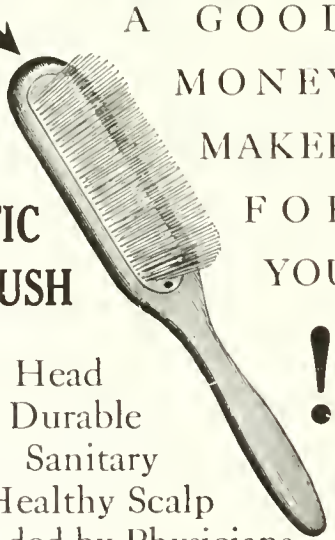
now available

AT THE SAME PRICE *as before the war*

The Hoffmann-LaRoche Chemical Works, - NEW YORK.

THE EMERSON PNEUMATIC HAIR BRUSH

A GOOD MONEY MAKER FOR YOU!



Cools the Head
Light and Durable
Absolutely Sanitary
Creates a Healthy Scalp
Recommended by Physicians

Sold by Leading Jobbers throughout the United States. Send for Samples and Price Lists.

H. P. EMERSON & CO.,
33 Kingston St., - BOSTON, MASS.

ETHEL: A penny for your thoughts, Percy!

Percy: The very thing, you know! I was thinking how I was to ride home with only four cents in my pocket.—*Punch.*

TWO CENTS—for a stamp—is all that it will cost to learn of a simple way to save at least a quarter or what you are now paying for labels.

Upon receipt of a letter from you the McCourt Label Cabinet Co., 47 Bennett Street, Bradford, Pa., will mail, free, two books fully describing and picturing the McCourt label cabinet with McCourt gummed roll labels. Prices are quoted in the books and you can figure for yourself just what the saving will be. But the McCourt system does more than save on the initial cost of labels—it saves time and does away with label drawers, mussed-up, stuck-together and lost labels.

To see what the labels are like enclose with your letter 15 cents in stamps, and you will receive 500 shop labels in roll form, printed in colors, perforated and enclosed in a cardboard case.

Right now is the time to send.

"WELL, you can't say I ran after you!" said an irate wife.

"Neither does a mouse trap run after the mice, but it catches them just the same!" replied the husband.—*Dallas Post.*

INCREASE YOUR SALES

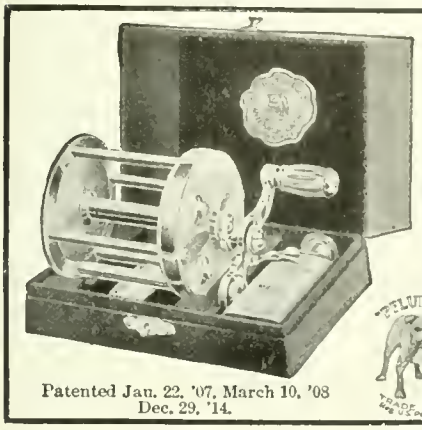
Draw the crowds. Put a Reuter "MOTION MYSTERY" Display in your show window, together with your regular goods, and watch the results.

What this machine has done for others, it will do for you. Write for booklet

"HOW CAN I INCREASE MY SALES?"

REUTER ELECTRIC COMPANY

Reuter Building, 34 E. Sixth Street, - CINCINNATI, OHIO



Patented Jan. 22, '07, March 10, '08 Dec. 29, '14.

The Latest "Gilt and Side Line" Article. Put up in Druggists' Display Cases.

The "PFLUEGER-REDIFOR"

Anti-Back-Lash Casting Reel

Nothing shows outside—nothing to get out of order inside—no wires to fray the line—makes casting a real pleasure for beginners as well as experts. It cannot break or get out of order, and requires no adjustment. Automatic Thumbers, attached to the flange of the spool enclosed within the reel, free from all dirt and possibility of damage, thumb the reel mechanically, retarding the spool as the bait slows down.

This reel is made of best German Silver, satin finish, has genuine Scarlet Agate Jewels, balanced crank, fluted Pyralin Amber Handle, with Phosphor Bronze Bearing, and adjustable front sliding click and drag.

This reel will hold from 60 to 100 yards according to size of line used. Price, **$7.50.** (Fully guaranteed against defects of all kinds for all time.)

NOTICE: Druggists—Send for illustrated price list and discounts. Good profits.

THE ENTERPRISE MFG. CO., Dept. No. 28, **AKRON, OHIO.**

Largest Manufacturers of Fishing Tackle in the United States.

SUCCESSORS TO AMERICAN FISH HOOK CO. - - - ESTABLISHED 1864.

MARY: "Mrs. Delaney says her little girl has learned to play the piano in no time."

Alice: "Yes, I heard her playing just that way the other day."—*Providence Journal.*

DRUGGISTS who sell goldfish and aquaria supplies say that the line proves one of the best trade attracters that can be used. The bright-colored fish swimming around in crystal globes compel attention and make sales.

If you want to know what a comparatively small investment will be required to stock a supply of these trade-winners, turn to the ad of J. J. Wade & Co., Toledo, Ohio, which appears on another page of this issue. The prices will surprise you.

"JOHNNY, how did you hurt your hand? I hope you haven't been fighting again."

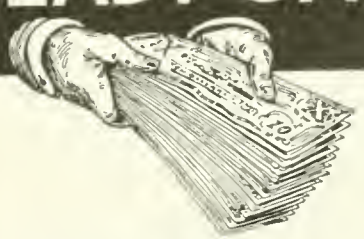
"Willie Jones called me a liar, mother, an' then he hit me on the fist with his teeth."—*Life.*

"My dear, what's the use of marking a letter 'In haste?'"

"Why shouldn't I?"

"You know human nature. If I were a postal clerk that letter would be the last to go out."—*Kansas City Journal.*

HOW TO GET READY CASH



Do as thousands of other merchants have done, put on a Brenard Trade Extension Campaign. It will put hundreds of dollars of cash into your drawer and do it quick.

It is a sales-making, trade-increasing plan that will get you more business than trading stamps, premium china, etc., and do it for a whole lot less money.

We Grant Exclusive Use of Our Plan.

Don't let your competitor beat you to it. Write to-day for a full and complete explanation of just how it works.

Remember that it will cost you nothing to investigate it first. Address your letter to

$9,236.35 Cash Receipts in One Day.

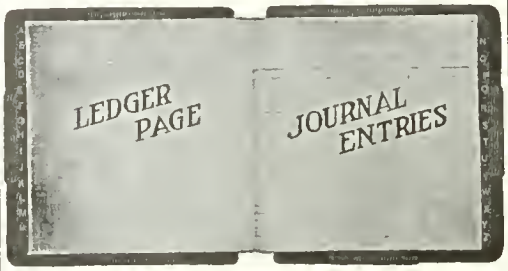
S. Amsler & Co. write:—

"The results were very satisfactory from your plan. On the last day we took in something over $7,700.00 cash. Counting the last two days, we took in $9,236.35—$[illegible] on account and $4,000 [illegible] cash sales. This is more than we expected to do. The whole plan came up to your guarantee, and we are satisfied."

BRENARD MFG. CO.

IOWA CITY IOWA

Combined Ledger-
DUPLICATING
Statement System



A practical method of keeping books, eliminating all waste energy. By the use of this system you can render your customer an itemized statement of his account instantly.

Do not confound this modern method with the so-called cabinet systems. It is a loose-leaf book, handsomely bound, permitting you to carry, not only your sales accounts but also your general and purchase accounts under the same cover.

The System Complete Sells For

$18.75

Write us now for catalogue K, Explanation and Forms.

The Richmond & Backus Company
DETROIT - MICHIGAN
ESTABLISHED 1842

NATIONAL BATH POWDER

"NOW MADE IN THE U. S. A."

An addition to the bath. It renders the hardest water soft. Imparts an exquisite and refreshing odor to the bath and surrounding atmosphere. It satisfies the discriminating class. For well-groomed people.

Sold exclusively through the jobbing trade.

Jobbing accounts solicited and protected in given territory.

A BIG SELLER. RETAILS 25c PACKAGE.

ADDRESS AT ONCE

NATIONAL BATH POWDER CO.,
FORT SMITH, ARKANSAS, U. S. A.

HANFORD'S
Balsam of Myrrh
THE RELIABLE LINIMENT
Sold by all Jobbers.
G. C. Hanford Mfg. Co.
SYRACUSE, N. Y.

ALKALOL
8-oz. $4.00 per Doz.
16-oz. 6.75 " "
ALKALOL COMPANY,
TAUNTON, MASS.

ESTABLISHED 1867
THE "WALKEASY"
ARTIFICIAL LEG
MANUFACTURERS FOR THE DRUG TRADE
LITERATURE AND CATALOGUES FURNISHED
GEORGE R. FULLER CO., 99 N. Clinton Ave., Rochester, N. Y.

"I PAINT things as I see them," said Dobbster, complacently, as the Critic inspected his "Moonlight on the Hudson."

"Interesting!" said the Critic. "Have you ever thought of consulting an oculist, Dobbster?"—*Life.*

CONSOLIDATED FRUIT JAR CO.

Manufacturers of the
ALLEN TELESCOPIC
and
KENT PATENT TOPS

for Cans and Tooth-powder Bottles, Talcum Powder Tops.

Aluminum Collapsible Drinking Cups.

ALSO FULL LINE OF

Plain and Decorated Collapsible Tubes, Cast Metal Sprinklers, Soda Holders, Bitter Tubes, and all kinds of Sheet Metal Goods.

Essential Oil Coppers.

Prices Furnished on Application.

Main Office,
New Brunswick, N. J.

New York Office,
290 Broadway

RIPANS For Indigestion, Constipation and to regulate the Stomach and Bowels. Ten millions of Ripans Tabules have been sold in a single month.

ORDER OF YOUR JOBBER

Ripans Tabules, 5c.....doz. $0.40
25c. (choc.-coat.).....doz. 2.00
60c. (family).....doz. 4.80

Gross lots 5c. size, or $6 lots assorted, 5 per cent. discount.

TRADE RIPANS TABULES MARK

THE RIPANS CHEMICAL COMPANY,
No. 10 Spruce St., New York.

THE BARNSTEAD STILL

MAKES CHEMICALLY PURE WATER.

THE DRUGGIST'S STILL
Capacity One Gallon per Hour
Nickel-plated, - - - - - - $25.00

THE DRUGGIST JUNIOR
Capacity One-half Gallon
Copper finish - - - - - - $15.00
Nickel finish - - - - - - $16.00

WRITE FOR INFORMATION

BARNSTEAD WATER STILL CO. 51 CHARDON ST. BOSTON, MASS.

ELCAYA
TOILET PREPARATIONS

CREME ELCAYA — POUDRE ELCAYA
CERAT ELCAYA — SAVON ELCAYA
BAUME ELCAYA — CERISE ELCAYA
POUDRE DE RIZ ELCAYA

All Styles and Sizes — Through the Jobber

Write for Price List, Special Offers and Advertising

JAMES C. CRANE
SOLE AGENT
108 Fulton St. NEW YORK

GLYCO-THYMOLINE
Trade Mark

THREE SIZES—One Pound
Six Ounce (Sprinkler Top)
Three Ounce

Retail Price, $1.00—50c.—25c.

KRESS & OWEN COMPANY
361-363 Pearl St., New York

"Our trade with South America is sure to pick up now."

"Think so?"

"Can't fail."

"Then I guess I'll go around the pawnshops and corner all the mandolins and guitars."—*Louisville Courier-Journal.*

"Carl," said the teacher, "can you tell me what an inebriate is?"

"Yes, ma'am," replied Carl. "It is an animal that does not have a backbone."—*Judge.*

Sal Hepatica
$2.00 $4.00 $8.00 Per Doz.

Gastrogen Tablets
$4.00 $24.00 Per Doz.

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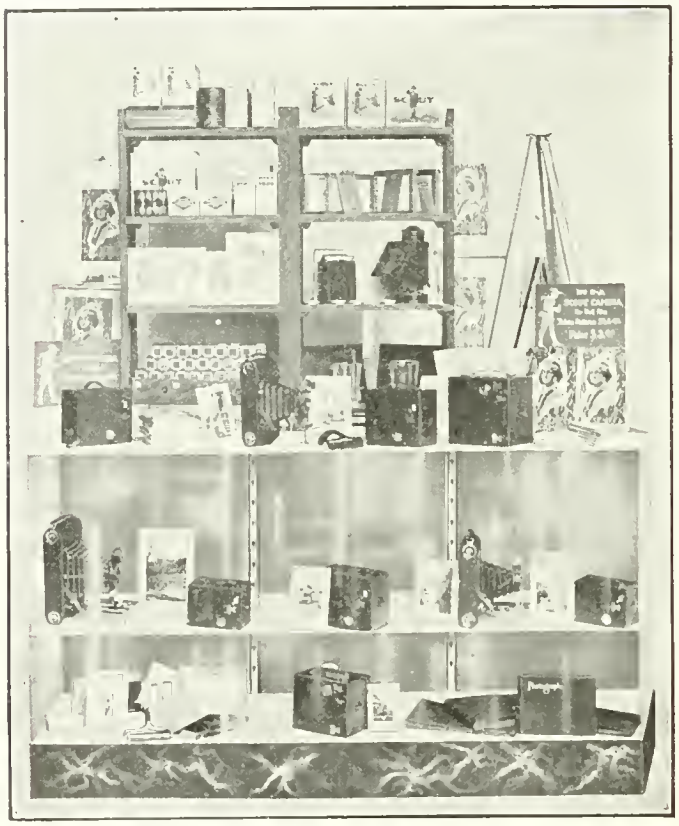
A Special Seneca Camera Dept. For You On 10 Days' Free Trial.

For $60 FOR $60 we will send you our regular $50 assortment as illustrated below, plus two (2) Vest Pocket Senecas. One equipped with the Meniscus Achromatic Lens retailing for $7.00, the other with the Rapid Rectilinear Lens retailing at $8.50.

Regular $50 Assortment Plus (2) Two Vest Pocket Senecas for $60



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After you receive our shipment—put the Cameras and supplies in your store. Try out any or all the Cameras—compare them with any Cameras you ever saw or heard of, and if you are not completely satisfied at the end of ten days, ship them back charges collect and we will credit your account with the full amount.

You are losing money every day your store is without a Seneca Department—1000 Druggists will bear us out in this statement.

SEND IN THE COUPON TODAY.

Don't delay—we are ready to help you build a permanent, profitable, year-round business. Seneca stands for the best in photographic instruments, and a Seneca Agency will be a valuable asset to your store.

Send in the postal at once and get the special $60 assortment on ten days' trial.

Seneca Camera Mfg. Company

301 State Street, ROCHESTER, N. Y.

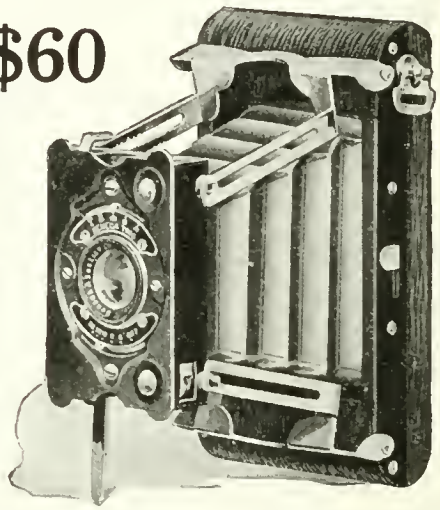

Illustration ½ Actual Size.

The Vest Pocket Seneca has met with the instant approval of picture takers. It takes real pictures vest pocket size, 1⅝ x 2½ inches—and is the most perfect small-sized camera ever offered. The front has to pull out all the way into exact focus—and is perfectly rigid—the back comes off for loading just the same as on the Roll Film Senecas. The film goes in easily—rolls perfectly—never binds in hot or cold weather and can be taken out without any danger of fogging.

Seize the opportunity open in your town now—get an Agency for

Seneca CAMERAS

Vulcan Film—Defender Paper and Supplies.

You will find it the best paying side-line you can handle—because Seneca Cameras are guaranteed to satisfy your customers. Let them try out any Seneca for 10 days, and if they are not Seneca enthusiasts by that time we authorize you to refund the entire purchase price.

SENECA CAMERA MFG. CO., Rochester, N. Y.
( ) Send $60 Assortment.
( ) Send Catalogue and full details.
Check what you want.

Name.....

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WANTED.—Situation as pharmacist by lady. Am a graduate, registered in Iowa; store experience. Address A. M., care BULLETIN OF PHARMACY. 10

WANTED.—Buyer for all or part drug stock and fixtures; invoice or lump cash, or time on part. Bargain for some one. Other interests demand sale. Address Box 412, Bellevue, Ohio. 10

COMPETENT, RELIABLE MAN desires correspondence with retail drug-store proprietor, preferably in Detroit or other Michigan city, with a view to a position as clerk or manager. Address "C. R.," care BULLETIN OF PHARMACY. 10

FOR SALE.—We own the patents on the Little Chief Cigar Machine and Lent's Economy Kraut Press. Our plant and these two patents for sale; $3000 cash to handle the deal. A golden opportunity for a progressive hustler. Investigate. Phillips Mfg. Co., Carbondale, Ill. 10

WILL BUY TABLET MACHINE in good condition; state particulars. Address Capital Pharmacy, Sandy, Utah. 10

WANTED.—Traveling drug salesman to handle our drug specialty side-line. Also man with established trade full line non-secrects. Require references. Address Manufacturer, care BULLETIN OF PHARMACY. 10

FOR SALE.—The only drug store in the best town of 500 in southeastern Iowa. Best of reasons for selling. Doing good business. Will invoice about $2000. Must sell before November 1st, and first reasonable offer takes it. If looking for a good thing address B. J. M., care BULLETIN OF PHARMACY. 10

WANTED.—Registered druggist, sixteen years' experience, wants position in the South about December 1st. Gilt-edge references. Box 75, Carterville, Mo. 10

WANTED.—Registered pharmacist of many years practical experience; competent manager; do not use liquor, dope, or tobacco; no hard-luck story; wants either temporary or permanent position in Iowa. Address "J. F. E.," care BULLETIN OF PHARMACY. 10

FOR SALE.—First-class drug store in good Iowa town of 3000. Invoice $8000. Nyal and Eastman agencies. Good deal for right man. Address "J. W. S.," care BULLETIN OF PHARMACY. 10

BEST LOCATION FOR NEW DRUG STORE in fastest growing city in southern Michigan. New modern steam-heated block now being built for first-class tenants, on main business street, in line of transit between three railway depots; newest and finest moving picture house in the same block Address J. F. Walton, Sturgis, Mich. 10

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FOR SALE.—Only drug store in town of 600. Excellent farming district. Clean stock; no liquor; no fountain. Invoice about $2000. Address D. R. Pierce, Salem, Iowa. 10

WANTED.—Situation in drug store; have had 12 years' experience; am graduate of Purdue School of Pharmacy and registered. Can give satisfactory references. Address T. B. W., care BULLETIN OF PHARMACY. 10

WANTED.—To hear from owner of good drug store for sale. State cash price, description. D. F. Bush, Minneapolis, Minn. 10

DRUG STORES FOR SALE (snaps); also jobs—all States. Physicians, veterinarians, dentists, and nurses furnished and located. F. V. Kniest, Omaha, Nebraska. Estab. 1904. 7

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COMB. A	144 Pint Fish Globes.	288 Small Gold Fish,	144 Boxes 10c Fish Food.	$14.40.
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One Dip Net and Sufficient Plant are Given with Each Combination.
We Give 25 Extra Fish to Retail at 10c Each, if Cash is sent with Order.

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A CERTAIN minister was deeply impressed by an address on the evils of smoking given at a recent synod. He rose from his seat, went over to a fellow minister, and said:

"Brother, this morning I received a present of 100 good cigars. I have smoked one of them, but now I'm going home and burn the remainder in the fire."

The other minister arose, and said it was his intention to accompany his reverend brother.

"I mean to rescue the ninety and nine," he added.—*Philadelphia Ledger.*

ONE can have too much, even of a good thing. According to Mr. Rafferty in the Washington *Star,* the phonetic impulse of the day needs to be restrained. The gentleman in question regarded a city building with interest.

"Dolan," said he, "what does them letters, 'MDCCCXCVII,' mean?"

"They mean eighteen hundred and ninety-seven."

"Dolan," came the query, after a thoughtful pause, "don't yez think they're overdoin' this spellin' reform a bit?"—*Youth's Companion.*

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Highest Possible Award

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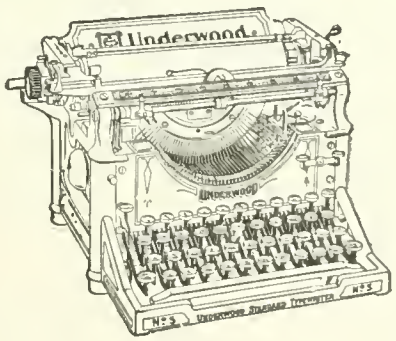

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Some of the liquid petrolatums that are being offered as "medicinal" agents might do very well as lubricants for machinery: they are wholly unfit for human consumption. They have a disagreeable odor and taste. They are insufficiently refined.

Pharmacists can dispense **American Oil** with assurance that it is free from all harmful substances—resinous oils, asphaltic compounds, unsaturated hydrocarbons, sulphur derivatives, etc. **American Oil** is colorless, tasteless and odorless. It is of high viscosity and great lubricating power. No better liquid petrolatum is procurable from any source.

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that are "built like a watch."

A prominent pharmacist made this significant comparison in conversation with one of our representatives the other day. He had in mind the perfect fit of cap and body of our capsules. There is seven-thousandths of an inch difference in the two parts—just enough so that one slips easily over the other. And when the cap is on, it *stays* on. There is no danger of leakage or spilling of contents.

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Our empty capsules are beautifully transparent. They are of unequalled brilliancy. They are free from grease-spots.

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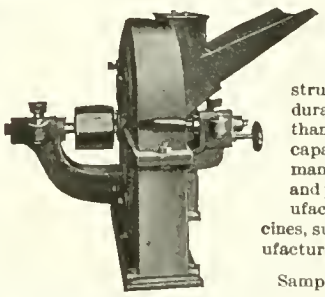
DRUG MILLS



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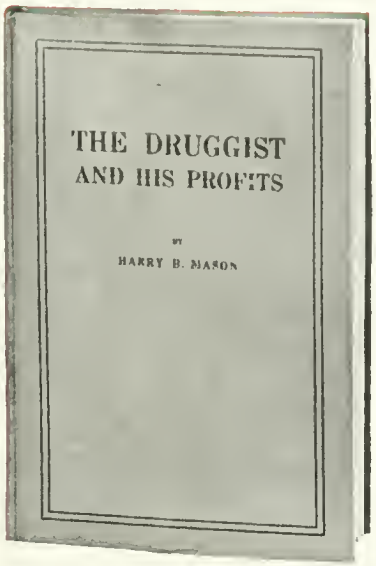
What the Teachers Say.



This book has been received with expressions of enthusiasm all over the country. Practical druggists, pharmaceutical editors, and teachers in colleges of pharmacy have spoken in the highest terms of the real usefulness of the volume to every man engaged in the drug business.

Here are a few quotations from the teachers:

I cannot tell you how glad I am to have this excellent book.—Dr. William C. Alpers, Dean of the Cleveland School of Pharmacy.

I feel it is a word spoken in the right spirit, at the right time, to the right people, and I hope you will realize a large volume of business because of it.—Prof. D. C. Mohler, Dean of the College of Pharmacy of Ohio Northern University.

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There can be little question that if the retail druggists of the country will take its contents to heart, the retail drug business will be greatly improved.—Dr. Selden O. Martin, Harvard University.

This excellent book, written by a man who has for several years studied the financial conditions existing in the retail drug business, should be read by every druggist.—E. Fullerton Cook, Professor of Commercial Training in the Philadelphia College of Pharmacy.

I feel that it is much to the benefit of all druggists and students that you have put your thoughts in book form. I will surely recommend this book to my students this coming fall.—Prof. E. H. LaPierre, Massachusetts College of Pharmacy.

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This book is strongly bound in cloth, and will be sent post-paid for $1.00.

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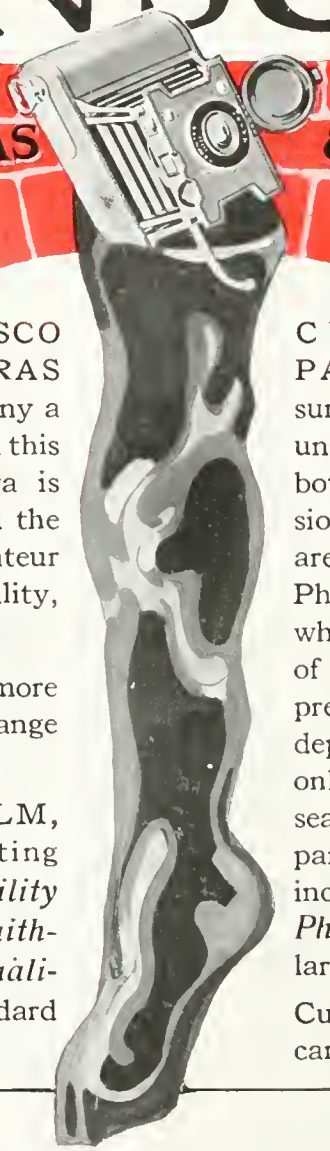

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